

# Notice of Meeting

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## Special Eastern Area Planning Committee

**Wednesday, 4 April, 2012 at 6.30pm**

**at Theale Green Community School,  
Church Street, Theale, Reading, RG7 5DA**

### **Members Interests**

Note: If you consider you may have an interest in any Planning Application included on this agenda then please seek early advice from the appropriate officers.

Date of despatch of Agenda: Tuesday, 27 March 2012

### **FURTHER INFORMATION FOR MEMBERS OF THE PUBLIC**

Plans relating to the Planning Applications to be considered at the meeting can be viewed at Theale Green Community School between 5.30pm and 6.30pm on the day of the meeting.

No new information may be produced to Committee on the night (this does not prevent applicants or objectors raising new points verbally). If objectors or applicants wish to introduce new additional material they must provide such material to planning officers at least 5 clear working days before the meeting (in line with the Local Authorities (Access to Meetings and Documents) (Period of Notice) (England) Order 2002).

For further information about this Agenda, or to inspect any background documents referred to in Part I reports, please contact Stephen Chard - Tel: (01635) 519462 - Email: [schard@westberks.gov.uk](mailto:schard@westberks.gov.uk) or .

Further information, Planning Applications and Minutes are also available on the Council's website at [www.westberks.gov.uk](http://www.westberks.gov.uk)



**Agenda - Eastern Area Planning Committee to be held on Wednesday, 4 April 2012**  
(continued)

**To:** Councillors Peter Argyle, Pamela Bale, Brian Bedwell (Vice-Chairman), Richard Crumly, Alan Law, Royce Longton, Alan Macro, Geoff Mayes, Tim Metcalfe, Irene Neill, Graham Pask (Chairman) and Quentin Webb

**Substitutes:** Councillors Jeff Brooks, Roger Croft, Sheila Ellison, Manohar Gopal, Tony Linden, Mollie Lock, David Rendel and Keith Woodhams

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# Agenda

## Part I

**Page No.**

1. **Apologies**  
To receive apologies for inability to attend the meeting.
2. **Declarations of Interest**  
To receive any Declarations of Interest from Members.
3. **Schedule of Planning Applications**
  - (1) **Application No. & Parish: 11/00218/COMIND - Land at the Berkshire Retail Park, Pincents Lane, Tilehurst** 1 - 66  
**Proposal:** Erection of Class A1 retail store with associated car parking, landscaping, serving and access arrangements.  
**Location:** Land at the Berkshire Retail Park, Pincents Lane, Tilehurst  
**Applicant:** IKEA Properties Investments Ltd  
**Recommendation:** To **DELEGATE** to the Head of Planning and Countryside to **APPROVE** planning permission subject to the completion of a legal agreement by the 4<sup>th</sup> August 2012.  
  
**OR** in the absence of a completed legal agreement by the 4<sup>th</sup> August 2012 to **DELEGATE** to the Head of Planning and Countryside to **REFUSE** planning permission for the failure of the applicant to mitigate the impact of the development.
4. **Plans and Drawings** 67 - 96  
The plans and drawings relating to the planning applications submitted to this meeting.

**Agenda - Eastern Area Planning Committee to be held on Wednesday, 4 April 2012**  
(continued)

**Background Papers**

- (a) The West Berkshire District Local Plan (Saved Policies September 2007), the Replacement Minerals Local Plan for Berkshire, the Waste Local Plan for Berkshire and relevant Supplementary Planning Guidance and Documents.
- (b) Any previous planning applications for the site, together with correspondence and report(s) on those applications.
- (c) The case file for the current application comprising plans, application forms, correspondence and case officer's notes.
- (d) The Human Rights Act.

Andy Day  
Head of Policy and Communication

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**West Berkshire**  
C O U N C I L

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# Agenda Item 3.(1)

Item No	Application and Parish	No. Proposal, Location and Applicant
(1)	11/00218/COMIND	Erection of Class A1 retail store with associated car parking, landscaping, serving and access arrangements.  Land at The Berkshire Retail Park, Pincent's Lane  IKEA Properties Investments Ltd

**Recommendation Summary:** To **DELEGATE** to the Head of Planning and Countryside to **APPROVE** planning permission subject to the completion of a legal agreement by the 4<sup>th</sup> August 2012.

**OR** in the absence of a completed legal agreement by the 4<sup>th</sup> August 2012 to **DELEGATE** to the Head of Planning and Countryside to **REFUSE** planning permission for the failure of the applicant to mitigate the impact of the development.

**Ward Members:** Cllr Metcalfe  
Cllr Betts

**Reason for Committee Determination:** Receipt of more than 10 letters of objection

**Committee Site Visit:** 15<sup>th</sup> March 2012

Contact Officer Details	
<b>Name:</b>	Emma Fuller
<b>Job Title:</b>	Principal Planning Officer
<b>Tel No:</b>	(01635) 519111
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Please see attached documents:

Appendix A – Report by Highways

Appendix B – Table to show the heads of terms for the Section 106 and Section 278 agreement

## **1. Site History**

### Parcel A – store

Application 129160 (outline)

Retail warehouse, approximately 5,017 sqm - currently occupied by Homebase

Approved June 1987

Application 132116

Reserved matters application for retail warehouse

September 1988

Application 133067 (outline)

Additional 3,159 sqm of retail floorspace.

Refused November 1998 and subsequently allowed on appeal in January 1990. No reserved matters application was submitted and the consent expired.

Application 136655

Non food retail warehouse with ancillary office

Approved May 1990. This application was not implemented.

Application 140599

Bowling alley and night club comprising 6,029 sqm

Approved November 1992

In summary this part of the application site benefits from a retail (class A1) and leisure (class D2/Sui generis) consent.

### Parcel B – car park

Application 122968

Two A1 retail units – currently vacant. Use of the premises was limited to the sale of DIY good only.

Approved 1985

Application 133707

Application for the use of unit 2 to allow for the sale of all non-food goods.

Approved February 1989

Application 148646

Application for use of unit 1 to allow for the sale of other goods.

Approved subject to restrictions 1996

Certificate of lawfulness

Application for the insertion of a full trading mezzanine floor in units 1 and 2.

Issued December 2004

06/01471/COMIND

Furniture and homeware store, 11,631 sqm of A1 retail.

Approved October 2006. This consent was not implemented.

07/02500/FUL

Refurbishment of existing units, including entrance features, shop fronts and canopy, reconfiguration and extension of existing car park, new access and landscaping.

Approved January 2008.

## **2. Publicity of Application**

1<sup>st</sup> Press Notice Expired: 31<sup>st</sup> March 2011

1<sup>st</sup> Site Notices Expired: 8<sup>th</sup> April 2011

2<sup>nd</sup> Press Notice Expired: 9<sup>th</sup> February 2012

2<sup>nd</sup> Site Notices Expired: 8<sup>th</sup> February 2012

Amended plans were received on the 2<sup>nd</sup> March 2012. The Parishes and contributors (all those who had previously made comments on the application) were reconsulted on the amendments. Comments were requested within 14 days. New site and press notices were not required for these changes.

### 3. Consultations and Representations

**Tidmarsh and  
Sulham Parish  
Council:**

March 2011: No material grounds to object but concern is raised for:

- The increase in traffic.
- The existing line of Bridleway 6 should be retained and measures implemented to ensure the protection of pedestrians and cyclists.
- Important to prevent vehicular traffic from using the bridleway.
- Wish to be consulted on the allocation of developers contributions.

January 2012:

- The Parish Council notes the revisions that have been made to the original application and following comments made by the Parish Council last March welcomes:
- The changes that have been made to avoid the use of Nunhide Lane,
- The retention of the present route of Bridleway 6,
- Additional planting along Nunhide Lane on the section adjacent to the store, and
- Changes to the treatment of the northern and eastern elevations of the building to a grey graduated colour.
- However, in relation to the latest proposed changes to the road layout, the Parish Council reiterates the comment made last March that “despite the results of the extensive traffic-modelling exercises that have been conducted, and the reported collaboration between West Berkshire Council, the Highways Agency and the developer in formulating the plans, the Parish Council remains skeptical that the changes in road layout proposed will be adequate to cope with, let alone alleviate, the volume of traffic entering/exiting the roundabout at J12/M4 “.
- Should this project be approved the Parish Council looks forward to being consulted on the allocation of developer contributions towards the funding of the Tidmarsh with Sulham Parish Plan and other approved projects.

**Theale Parish  
Council:**

March 2011: Objections raised. Concerns relate to:

- Increase in traffic in an already congested area. Concerns that the proposed mitigation measures are insufficient. Reference made to the proposed traffic lights outside of Sainsburys, impacts on Royal Avenue and Langley Hill.
- Congestion on Pincents Lane.
- Concerns for factual inaccuracies in the information relating to bus time tables and routes.
- Concern that customers will be reliant on the private car due to the nature of their purchases.
- Visual impact of the store on Theale Conservation Area and the North Wessex Downs Area of Outstanding Natural Beauty.
- Increase in noise.
- The creation of 400 jobs has to be considered against the loss of 100 existing jobs.
- Concern for the loss of the bowling alley.
- If planning permission is granted request that developer contributions are directed towards Theale railway station, the upgrading of the M4 pedestrian bridge and the construction of a pedestrian bridge over the A4 between Theale village and the Arlington Business Park.

February 2012: Objections raised with respect to:

- Impact on response times of emergency services to residents in Theale.
- Adverse visual impact on Theale. Visual impact of the building is significantly greater than existing. No visual impact photomontages have been taken from Woodfield Way or other nearby residential roads.
- Concern for impact of overspill lighting from the development on Theale. Request lights turned off between midnight and 5 am.
- Concerns for the width and capacity of Pincents Lane.
- Store opening hours to be imposed so as not to impact on rush hour traffic. These hours shall include browsing time.
- Loss of existing facilities, bowling alley and Homebase.
- Object to amendments made to the bus interchange. Measures not sufficient to prevent bus manoeuvres from causing congestion.
- Concern for inadequate staff car parking provision may place pressure on nearby residential roads. Improvements to bus services and pedestrian links to Theale train station.
- Changes to A4 into Reading are inadequate.
- Bridges over the M4 are too narrow.
- S106 monies should be directed to improve pedestrian and cycle links between the M4 footbridge and train station, to improve the M4 footbridge and to provide a pedestrian bridge over the A4 between Hoad Way and the Arlington business park and to improve local bus services.

**Tilehurst Parish  
Council:**

March 2011: Welcomes the arrival of Ikea and the refurbishment of the existing warehousing however strong objections are raised on highways grounds. These concerns relate to:

- The width and capacity of Pincents Lane.
- Existing road humps problematic to large vehicles.
- Impact of additional traffic on existing businesses along Pincents Lane.
- The existing drop off point for buses and coaches is inadequate. These problems will increase.
- Concerns regarding the existing access to Savacentre and the retail units.
- Concern that the surrounding road network cannot accommodate additional traffic.
- The existing footpath over the M4 must be protected as it is heavily used.
- Reference made to Blue Living appeal.

February 2012: No objections to the store itself but highways concerns remain.

- The width and capacity of Pincents Lane.
- Existing road humps problematic to large vehicles.
- Impact of additional traffic on existing businesses along Pincents Lane.
- The existing drop off point for buses and coaches is inadequate. These problems will increase.
- Concerns regarding the existing access to Savacentre and the retail units. Amendments show two lanes exiting Pincents Lane instead of one however this will not alleviate concerns.
- Concern that the surrounding road network cannot accommodate additional traffic.
- The existing footpath over the M4 must be protected as it is heavily used.
- 40 parking spaces are provided for staff with a emphasis on walking and cycling to work. Concerned that there is no safe pedestrian/cycle route. Footbridges would be preferable for crossing the A4 and for walkers to Theale train station.
- Concerns for bus links to the site. Suggestion to run a shuttle between Theale train station, IKEA and Tilehurst.
- Concern for impact of additional traffic on emergency response times.
- A4 is widened into the store but the exit lanes to the M4 are not widened.

March 2012:

- The traffic lanes going to Pincents Lane and the Sainsbury's site should be clearly marked, with some form of deterrent before the hatched area, to ensure that cars turn into Pincents Lane, which in turn would make it easier for traffic exiting Pincents Lane. Signage upon leaving Junction 12 of the M4 to give advance directions would be beneficial.

**Holybrook Parish  
Council:**

March 2011: Welcomes the concept of Ikea but strongly objects on highways grounds.

- Increase in noise and air pollution. Chantry Lane will be particularly effected.
- Concern that the impact on traffic has not been fully considered. Increased traffic at peak times.
- Current road system is inadequate and there is little scope to develop it.
- Concerns for parking and the displacement of vehicles onto nearby roads.
- Consider the construction of a pedestrian bridge over the A4.

February 2012:

- Objections raised on the grounds that the development will have a severe and detrimental impact on the quality of the environment due to the increase in road traffic and increase in risk to safety of highway users whether motorised or pedestrians. The affects in summary are:
- The standard of road access to work, amenities and emergency services. Junction 12 of the M4 and the A4 are already at saturation point and existing junction at Savacentre is inadequate. Request further independent studies are undertaken.
- Concern that the section 106 obligation is insufficient to carry out necessary works.
- Remodelling of the Sainsbury's roundabout increases inflow capacity but not outflow.
- Consideration for a footbridge to replace controlled pedestrian crossing at Sainsbury's roundabout.
- Practicalities of customers using public transport.
- Whilst the environment may be improved there will be a significant increase in noise and air pollution particularly at (IKEA) peak times.
- Those living at Chantry Green will be affected most.
- Noise and air pollution to immediate surrounding area.
- Safe ability to traverse the Bath Road between retail sites and housing estates and route between Theale and Calcot.

**Planning Policy:**

April 2011:

- The application site is a designated “Retail Area and Warehousing” and is therefore subject to the criteria in Policy SHOP.3 of Local Plan, Saved Policies 2007. It is considered that the proposal accords with the principle of Policy SHOP.3 to locate non-food bulky goods stores in such locations.
- Planning Policy Statement 4: Planning for Sustainable Economic Growth sets out the national planning approach for economic development. A sequential assessment and an impact assessment have been undertaken in accordance with the requirements of PPS4. Both of these assessments accord with national policy requirements, practice guidance and Policy SHOP.3. The assessments conclude that there are no suitable/available/viable sequentially preferable sites, and that there will not be a significant adverse impact arising from the development.
- The impact of the proposal on the AONB is likely to be significant due to the scale and colour of the building. It will be critical to consider the landscape architect’s comments in relation to the relevant policies on the AONB to see whether the proposal conserves the natural beauty of the AONB.
- The impact of the proposals on highways must be considered by the Highways Officer.

February 2012:

- No further comments.

**Highways:**

See Appendix A for full comments

**Highways Agency:**

Holding directions received 28<sup>th</sup> March 2011, 23<sup>rd</sup> May 2011, 25<sup>th</sup> October 2011 mainly due to traffic modelling being incomplete with M4 Junction improvement scheme yet to be finalised to ensure no departures from standard

March 23<sup>rd</sup> 2012: Holding objection retained due to concerns that carriageway alignment of southbound off slip at M4 Junction 12 is a departure from standard. Concern also raised regarding affects of detector loops within Sainsbury

March 27<sup>th</sup> 2012: Holding objection removed subject to conditions to ensure:

- The implementation of a queue detector loop on the A4 Eastbound carriageway approaching Pincents Lane.
- The development shall not be brought into use until the works for Junction 12 shown on the SBA drawing 83702\_B\_36 is complete and open to traffic.
- The development (including the car park) shall not open to the public until 09:30 weekdays.



## **Transport Policy:**

April 2011:

- The comments made are in respect to the proposed Travel Plan, Sustainable Transport Assessment, bus links and pedestrian and cycle links to the site. Amendments have been requested to address some concerns raised.
- Amended plans need to ensure that pedestrians and cyclists can safely use Nunhide Lane. A pedestrian/cycle route, segregated from the potential HGV traffic, running along the west side of Nunhide Lane would be welcomed.

March 2012:

- Travel Plan should include; details of extension to bus services once agreed, clarification regarding cycle parking, location of cycle parking, customer car sharing.
- Description of works required to the M4 pedestrian bridge.
- Support the revised access arrangements for servicing and deliveries outlined in the addendum Transport Assessment. Deliveries will now take place at the rear of the proposed store onto Pincents Lane.
- Potential for conflict between vehicles and cyclists and pedestrians at delivery access and conflicting movements outside of the store.
- Support the new proposed new pedestrian crossing point on Pincents Lane to the south of the proposed multi storey car park, between the proposed car park entrance and Porsche UK headquarters.
- Contribution of £100,000 sought to deliver improvements to Theale Railway Station.

March 2012:

- Considered revised plans and they are much clearer with regards to the end of the shared use pedestrian/cycle path to the entrance store.

**Landscape:**

March 2011: Harmful impact on the landscape character.

The mass and scale of the development is the main concern. This results in:

- Significant visual impact on the AONB, albeit confined to the northern section between the M4 and the wooded escarpment south of Sulham.
- Impact on the setting of the AONB.
- Increased visual massing of the commercial area – most evident in views from the open land between Theale and Tilehurst/Calcot and from the hinterland around Theale
- Changes to the character of Nunhide Lane.
- Lack of space to provide essential additional screen planting.
- In addition the control of light pollution is essential and therefore lighting should not exceed level E2 of the Institute of Lighting Engineers guidelines. This should be confirmed.

January 2012: Further details are contained in the main report. In summary:

- The latest information and position set out by the applicant's team has been considered. With regard to the AONB, the issue is whether the substantive increase in built form in this commercial area and the visibility of the site from a number of footpath locations in an area up to 2.2km from the site, will result in significant harm to the special qualities of the AONB and whether it conserves and enhances the natural beauty of the AONB and the enjoyment of the AONB.
- The growth of the commercial area around Calcot/Theale over time has eroded the quiet secluded character of this part of the AONB LCA8A: Hermitage Wooded Commons. The pylons and M4 are detracting elements but in themselves do not justify further development on the edge of the AONB.
- There is undoubtedly an adverse visual impact on the AONB and on a number of other sensitive viewpoints in the urban area and in the open hinterland of Pincents Hill. The development will result in a substantial increase in the mass and scale of development on the border of, and closer to, the AONB; and within the Pincents Lane area as a whole. It will be larger than Savacentre. The landscape buffer to the AONB is inadequate and the development relies on off site planting for screening.
- In favour of the development, it is considered that the scheme only fails the first test for assessing the impact on the setting of the AONB. In many views, from the urban edge and closest AONB views, the development is seen in the context of other commercial and infrastructure development. Commercial use is already established on the site which sits at the bottom of Pincents Hill and there

would be no significant loss of open space or green infrastructure. This part of the AONB is already influenced by commercial features which have affected the natural attributes of the AONB in this location. The impact on Nunhide Lane has been effectively reduced and the impact on the wider AONB mitigated by colour changes to the elevations.

- On balance and in the light of policy and local conditions, there are not sufficient significant landscape and visual grounds for refusal which might outweigh other planning considerations in favour of the development. However, there remains an adverse landscape and visual impact that will arise from this development and might add to other grounds for refusal, should that be the case.
- The redevelopment of this site on the west side of Pincents Lane should be seen as a special case, in the light of its present use and location at the bottom of the hill next to the M4 and its infrastructure, and its close relationship to other large commercial buildings.
- In addition to the standard conditions, a landscape condition should be included requiring the submission of a Landscape Management Plan for the site. This should state the objectives of the landscape and ecological management regime, which should include eye level native screening through woodland edge or understorey planting along Nunhide Lane, in addition to the proposals already submitted.

**Conservation:**

April 2011:

- Pincents Manor, Grade II listed, is sited some 250m away as the crow flies but separated from views to and from the application site by a bend in the road and further commercial units in between. It would be difficult therefore to argue that the listed buildings are directly affected by the proposals and neither are their settings, which are already somewhat compromised by nearer developments.
- Theale Conservation Area is some 400m from the application site. It is not therefore considered that the proposals will have any direct or materially worsening impact on the character and appearance of the conservation area or views into and out of it compared with the existing situation.
- The listed Nunhide Farm and Dovecote to its east are some 600m away to the north in this open countryside, but given their existing relationship with the existing buildings on the site (and the distance involved) it would be difficult to argue that the current proposals will have a material worsening impact when compared with the existing situation.

February 2012:

- The development will have a visual impact from certain viewpoints, but in views, from the urban edge and closest AONB views, the development is seen in the context of other commercial and infrastructure development. Commercial use is therefore already established on the site which sits at the bottom of Pincents Hill and there would be no significant loss of open space or green infrastructure. This part of the area is therefore already influenced by commercial features which have affected the natural attributes of this location.
- On balance therefore, and in the light of policy and local conditions, there are not sufficient significant building conservation grounds for refusal which might outweigh other planning considerations in favour of the development. However, there remain (distant) visual impacts on views from heritage assets that will arise from this development and might add to other grounds for refusal, should that be the case.

**AONB Unit:**

March 2011:

- Objection raised given the impact of the development on the AONB which by reason of its height and scale will form a very dominant feature. The proposal will result in a negative effect on the landscape and the character of the area with an increase in visible urban intrusion.

April 2011:

- In addition to the above comments concerns are raised for the colour of the proposed building and the concerns for lighting overspill.

February 2012:

- Amendments have overcome the majority of concerns raised. The only remaining concern is the reliance on off site tree planting. As a means to protect views from the wider landscape section 106 contributions are sought to secure off site landscape maintenance and restoration works. The AONB Management Board would actively approach land owners in Sulham Parish where tree, hedge or fencing works maybe required. The intention is to manage the existing hedges and woodland so that existing screening remains in place.

**Trees:**

April 2011:

No objections raised:

- The information on the trees is as already stated very limited, the trees to be lost are not great specimens and can be replaced as part of the landscaping scheme, the trees to be retained can be retained in accordance with BS5837:2005 and need to be protected throughout the development. No objections raised subject to conditions.

February 2012:

- No objections raised subject to conditions.

**Ecology:**

April 2011:

- The landscape plan seeks to improve the pond by the Catalpa tree. It would be beneficial if the depth of this pond could be deepened so that permanent water is retained throughout the year or for at least 8 months.
- Seek clarification on the proposed renewable energy sources as detailed in the Design & Access Statement.
- Two projects identified to support enhancements in the AONB towards which funding should be directed.

February 2012:

- No objections raised subject to the water supply contribution being included in the S106 agreement.

**Archaeology:**

March 2011:

- The evidence suggests that there will be no major impact on any features of archaeological significance.

February 2012: No objections raised.

**Natural England:**

March 2011:

- The scheme is unlikely to have implications for Pincent's Kiln SSSI. Concerns are however raised for the size and colour of the proposed building which has the potential to be intrusive to the wider landscape, most notably the north and northwest elevations within the AONB. Concern is also raised for the reliance on off site screening.
- With respect to biodiversity enhancement conditions are recommended.

February 2012:

- Welcome changes to the height and colour of the elevations and the provision of additional on site landscaping. Natural England are satisfied with the conclusions drawn in the Addendum to chapter Landscape and Visual Impacts. Reference made to the requirement for financial requirements for off site green infrastructure.
- Should the Council be mindful to grant planning permission measures to enhance and introduce beneficial biodiversity gain are maximised and secured in accordance with paragraph 14 of PPS9. With respect to biodiversity enhancement conditions are recommended.

**Public Rights of Way:**

March 2011: Objection raised with respect to:

- It is imperative that the definitive line of Bridleway 6 (southern end) is retained along its full length as this provides walkers and cyclists with a direct link with Tilehurst Footpath 21. Welcome the upgrading of the bridge over the M4 motorway to permit cyclists.
- A public bridleway is not appropriate to be used as a service vehicle route for the site. The potential conflict with bridleway users (walkers, horse riders and cyclists, together with private vehicles from residents and the farms along the route) is wholly unacceptable.
- The route would have to be widened and re-surfaced to take the weight of the proposed vehicles and the character of the lane would be adversely affected.
- Requirement for barrier or signposting on Nunhide Lane to ensure pedestrian/user safety.
- With respect to footpath Tilehurst 13 new signposting and structures are required to prevent unauthorised use, e.g. by motorcycles and the creation of a safe crossing point at the south-western part of the path across Pincents Lane.
- Improvements to the footbridge over the M4 motorway, footpath Tilehurst 21 are required.
- A new pedestrian route along the eastern most boundary of the proposed multi-storey car parking area (adjacent to Porsche) to link Tilehurst Footpath 13/2 with Pincents Lane is also desirable.

February 2012: Objection raised with respect to:

- It is considered that the negative impact particularly on equestrians is sufficient to justify an objection on rights of way grounds and for requesting the off-site provision of a bridleway to avoid all these hazards. Concerns are held regarding the safe passage for pedestrians, equestrians and cyclists passing in front of the proposed store given the increase in vehicular movements.
- An additional bridleway to link Nunhide Lane to Pincents Lane is required to the north of the store to provide a safe route for equestrians, negotiations should be opened with Sulham Estates the adjoining landowner.
- The changes to the servicing arrangements to avoid the use of Nunhide Lane (Bridleway 6 Sulham) are welcomed as this route was wholly inappropriate for the proposed use by HGVs.
- The alterations to the bus pull in area to avoid taking access from Nunhide Lane are also welcomed.

- The reduction in the height of the building by 0.5 metre and more significantly the alteration of the eastern and northern facades to a graduated grey colour are a huge improvement which will greatly reduce the impact of the building on the AONB and the rights of way network contained within.
- The impact of the building on views from the published circular route (Sulham Footpath 13/1) are still considerable as highlighted in Photomontage viewpoint 17 but the tree cover T12 will reduce this impact over time.
- Concern for reliance on off site planting.
- There is a need for additional eye-level planting within the landscaping buffer T11 between Nunhide Lane and the site.
- Request for section 106 contributions made.

**March 2012: Objection withdrawn**

- It is disappointing that it has not been possible to secure a bridleway link across adjacent farmland as it is believed that this is the only way that safe passage for equestrians can be guaranteed between Nunhide Lane and the northern section of Pincents Lane to Tilehurst. However the provision of a dedicated equestrian route away from the main carriageway for the area across the front of the proposed store as detailed on block plan 2734/020 is welcomed.
- On this basis the earlier objection is withdrawn.
- Request that the route can be secured by condition along with details of the surfacing and signage.

**Ramblers:**

- No comments received at time of writing

**Health and Safety Executive:**

March 2011:  
Refer to PADHI+ system

May 2011:

- The site is outside of the zones. Does not advise against the granting of planning permission.

March 2012:

- No further comments received.

**Nuclear Inspector:**

Refer to comments from Health and Safety Executive and advise to use the PADHI+ system. Health and Safety Executive have subsequently advised that they do not advise against planning permission.



**Environmental  
Health:**

March 2011:

- Comments regarding this application will follow the response from Highways. The Air Quality report is based on information from the Traffic report, thus full comments cannot be made until the traffic data has been reviewed.
- Some concern is raised with regards to noise from the service yard. Clarification sought with regards to delivery times.

February 2011:

- No objections raised subject to conditions with respect to hours of work, dust, plant equipment noise, minimise effects of odour and full contamination assessment.

**Environment  
Agency:**

March 2011:

- No objections raised subject to conditions with respect to the following; contamination, surface water drainage, foundation design, in accordance with the Flood Risk Assessment and request for a surface water drainage scheme.

January 2012:

- Refer to comments above.

**Access Panel:**

March 2011:

- The Access Panels comments are as follows:
- The lift location was not identified
- Where will the WC core be located.
- Baby change to be separate or in M/F WC's not with Accessible WC.
- Manifestations to large glassed areas along walkways. Power assisted doors. Will the doors be revolving with a side door and clear means of activation?

May 2011:

- Amended plans address original concerns. No objections.

**Thames Water:**

March 2011:

- No objections raised subject to conditions to ensure the submission of a drainage strategy and an assessment of the existing water supply infrastructure before development commences.

February 2012:

- No further comments received.

**Police:**

March 2011:

- The scheme fails to acknowledge the requirements of PPS1 and PPS3 with respect to designing out crime and ensuring that this development will create the safe, crime free and sustainable environment that PPS1 requires, in respect of the business, its customers and the surrounding community. Businesses in the area have suffered from vandalism and the large car park is at risk of this if appropriate measures are not taken. Recommend condition attached to seek details of security measures.

January 2012:

No objections raised, comments made with respect to:

- Seek to ensure that the Highways Authority consider the impact on pedestrian safety.
- Seeks to attach a condition to ensure that measures are installed within the car park in accordance with the Safer Parking Scheme as detailed in the Design and Access Statement.

**Berkshire Fire & Rescue:**

March 2012:

- Do not require any developer contributions for fire hydrants.

**Reading Borough Council:**

April 2011:

- Insufficient information has been submitted with the planning application to enable the highways, traffic and transportation implications of the proposed development to be fully assessed.

June 2011:

- No objection subject to a financial contribution to mitigate the identified impact on Readings Transport network, including extensions to existing bus routes 26 and 33 to the proposed development.

July 2011:

- This Council's assessment of the submitted Retail Report was based on the type of goods currently proposed to be sold by IKEA. As such, no objection was raised in respect of any potential impact on the retail elements of the Reading Town Centre or other local centres within Reading. However, should IKEA intend to sell other goods; such as food or clothing, the Council may have concerns in terms of potential retail impact.

- If West Berkshire Council are minded to approve the above planning application, a condition should be imposed to restrict the nature of goods sold to those identified in the submitted Retail Report.

February 2012:

- Comments in accordance with those made in June and July 2011.

March 2012:

- Confirmed financial contribution no longer sought however extensions to bus routes 26 and 33 are sought to improve public transport.

**Wokingham  
Borough Council:**

No comments have been received at the time of writing.

**Emergency  
Planning:**

May 2011:

- No objections raised.

**Section 106  
contributions:**

Contributions are sought in accordance with Policy CC7 of the South East Plan Regional Spatial Strategy, May 2009 and Policy OVS.3 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 and SPD 4/04 'Delivering Investment from Sustainable Development.'

Full details of the heads of terms are set out in appendix B attached. The S106 agreement will also secure the completion of a S278 agreement and a Section 6 Agreement with the Secretary of State for Transport to secure the off site highways works.

**Neighbour letters:**

As of the 20<sup>th</sup> March 2012 the following were received.

260 letters of objections: The material planning considerations relate to:

- The size of the building is out of character with the existing scale of development within the site and surrounding it.
- Impact on the countryside and the North Wessex Downs Area of Outstanding Natural Beauty by reason of the size and height of the building.
- Impact from lighting
- Loss of amenities – bowling alley
- Reliance on existing tree planting on land outside the ownership of the applicant.
- Impact on Pincents Manor, listed building
- Impact on Theale High Street, noise pollution, additional people.
- Concern for the impact of congestion on emergency vehicles
- Noise pollution
- Air pollution

Impact on cyclists and pedestrians who use Nunhide lane as a through route. This provides a popular route to Theale Green Primary School. Concern for additional vehicular traffic.

- Lack of provision of a bridleway for horse riders so that they can continue to safely use a circular route using Little Heath Rd, Pincents Lane and Nunhide Lane. Impact on local liveries and stables.

- Impact on the Indian Bean Tree - PTO
- Impact on wildlife, deer
- Impact on residential areas of Calcot, Theale and Tilehurst.
- The scheme will result in the loss of a number of smaller retail and leisure units which provide a greater diversity of use for this commercial site.

Impact of traffic:

- Concern raised for potential congestion around junction 12 of the M4 junction, the A4, Langley Hill and Royal Avenue.
- No regard paid to the location and impact of the bus drop-off point to the front of Sainsburys.
- Concern for the effectiveness of the proposed traffic light system used to control the junction into the retail park.
- Impact on access to existing businesses within the retail park
- Concerns for accuracy of data
- Impact of additional traffic on villages and residential roads.
- Cars park on Pincents Lane and block access
- Dorking way will be used as a rat run
- Increase in traffic on nearby residential roads
- Existing road improvements have resulted in insignificant benefits.

- Impact on pedestrian and cyclist safety. Pincents Hill is heavily used by cyclists and pedestrians.
- Cumulative impacts of Ikea and Pincents Hill residential scheme should both schemes be allowed.
- Impacts during construction.
- Insufficient parking on site and concerns for parking on nearby residential streets.
- Impact of existing bus drop off point on traffic flow.
- Impact on traffic entering Sainsburys

17 letters of support:

- Welcome the arrival of an IKEA store to serve this area.
- Additional services, community benefits.
- Creation of a range of new jobs. Benefit to the local economy.
- Improve the appearance of this part of the retail estate.
- Respect IKEA for the way they landscape their buildings.
- Would like to see an improved bus link between the site and Theale.
- Will bring improvements to the road network.
- Current bridge over the M4 is uninviting

51 letters of comment:

- Improvements to the appearance of this part of the retail park but will be visible from the open countryside.
- Impacts if Blue Living scheme at Pincents Hill is allowed.
- Welcome the creation of new jobs
- Concern for traffic and congestion
- Would like to see traffic directed away from Theale.
- The site is currently at risk from crime
- Welcomes the arrival of a large store such as IKEA. There is local demand for such a store.
- Impact on Nunhide Lane, part of a circular equestrian route used by local liveries/stables.
- Nunhide Lane and Pincents Lane is used for hacking.
- Impact on cyclists using Nunhide Lane and Pincents Lane due to increase in traffic.

Other matters raised:

Concerns have been raised for the impact of the development on property values. This however is not a material planning consideration.

#### **4. Policy Considerations**

Planning Policy Statement 1 – Delivering Sustainable Development  
 Planning Policy Statement 4 – Planning for Sustainable Economic Growth  
 Planning Policy Statement 5 – Planning for the Historic Environment  
 Planning Policy Statement 7 – Sustainable Development in Rural Areas

Planning Policy Statement 9 – Biodiversity and Geological Conservation  
 Planning Policy Statement 13 – Transport  
 Planning Policy Statement 23 - Planning and Pollution Control  
 Planning Policy Statement 24 – Planning and Noise  
 Planning Policy Statement 25 – Development and Flood Risk  
 South East Plan Regional Spatial Strategy, May 2009 – CC1, CC6, CC7, C3, BE6  
 West Berkshire District Local Plan 1991-2006, Saved policies 2007 – OVS1,  
 OVS.2, OVS.3, OVS.5, OVS.6, OVS.10, OVS.11, ENV.1, SHOP.3, TRANS.1A,  
 TRANS.1  
 The North Wessex Downs Area of Outstanding Natural Beauty Management Plan  
 2009-2014.  
 Supplementary Planning Guidance 4/04 ‘Delivering Investment from Sustainable  
 Development.’  
 Tidmarsh with Sulham Parish Plan, 2008  
 Holybrook Parish Plan

## **5. Description of Development**

This application seeks full planning permission for the development of a new IKEA store comprising of approximately 39,612 sqm of retail space distributed over three levels. The store will be served by a multi-storey car park which will provide a total of 1179 parking spaces. The scheme also incorporates a pull in area to the front of the store to allow for local bus services to be extended, a taxi drop off point, landscaping works and a package of off site highways improvements.

The application site is effectively split into two parcels by Pincents Lane. The store is sited on parcel A and the car park on parcel B. The car park is served by two accesses/exits, one directly opposite the entrance to Dunelm Mill and the second opposite the bus pull in area to the front of the store. This second junction will be signal controlled. Of the total 1179 parking spaces, 52 are disabled and 54 are family spaces. A further 44 loading bays will also be provided across the four levels to facilitate the collection of larger goods. A pedestrian footbridge links the store and car park and a light controlled crossing on Pincents Lane will facilitate the safe movement of visitors parked at a ground floor level.

Utilising the existing delivery access the proposed servicing area is located to the back of the store. All delivery vehicles will turn within the site. Approximately 11 HGVs will deliver to the site each day. This access will also be utilised by some of the employee parking which is sited to the west of the store. 36 dedicated parking spaces are to be provided within this part of the site. Staff parking will also take place in the customer car park. The application is also supported by a draft green travel plan detailing Ikea’s commitment to staff and customer travel.

A pull in area is to be provided to the front of the store with two bus stops to allow local bus services to be extended to pick up/drop off customers and employees. The pull in area will also be used for approximately 3 to 4 deliveries each day to service the bistro and Sweden shop which are located to the front of the store at ground floor level.

The proposals include a comprehensive landscaping scheme which includes 43 new street trees and a further 20 extra heavy standard trees. This provides a total

of 63 new trees of oak, hornbeam, ash, lime and field maple to be planted within the site in addition to native hedge mixes and shrub planting.

- 5.6 The proposal will benefit the local economy through the creation of approximately 400 jobs, a net increase of 350 full and part time positions.
- 5.7 The application is supported by a package of off site highways improvements that are explained in further detail in Appendix A. In summary these include:
- Improvements to the A4 Bath Road/Pincents Lane/Dorking Way junction. The roundabout will be replaced by a four arm signal controlled junction.
  - Improvements to the Sainsbury's roundabout and Calcot interchange to include local widening of the approach to the junction along Pincents Lane to allow two lanes of traffic to enter the Sainsbury's roundabout simultaneously and the diameter of the internal roundabout will be reduced to allow two lanes of traffic to circulate. Additionally the width of the bus facility will be increased to allow buses to pull in without obstructing circulating traffic.
  - Creation of an additional approach road resulting in the widening of the A4 between Junction 12 of the M4 and Bath Road/Pincents Lane/Dorking Way junction, east bound.
  - Improvements to the A4 Bath Road/Charrington Road/Royal Avenue which includes an extension to the two eastbound lanes passed the eastbound exit.
  - Improvements to the A4 Bath Road/Langley Hill/Pollards Way junctions by widening the A4 eastbound approach.
  - Works to junction 12 of the M4 by widening the A4 eastbound and M4 southbound approaches with widening within the circulatory.
  - Widening of part of Pincents Lane from the front of Sainsbury's to the proposed store including turn right lanes into the store car parks.
  - Improvements to both approaches to the M4 footbridge.
- 5.8 During the application process amended plans have been received. In summary the following changes have been made to the scheme. These revisions have been subject to reconsultation:
- Removal of the use of Nunhide Lane from the scheme.
  - Reduction in the height of the store by approximately 0.5m and the car park by 0.2m.
  - Change in the colour of the north western and north eastern facing elevations away from corporate blue and yellow. A graduated grey colour is proposed on these two elevations which address the Area of Outstanding Natural Beauty.
  - Alterations to the landscaping scheme to allow for the retention of more existing tree cover. Additional planting is proposed.
  - Provision of a dedicated equestrian route to the front of the store.
  - Deepening of the pond and other ecological enhancement measures.
  - Alterations to the layout of the car park.
  - Widening of Pincents Lane.

## **6. Consideration of the Proposal**

The main issues raised by the proposal are:

- 6.1 The Principle of Development
- 6.2 Impact on the Character of the Area and the Impact on the North Wessex Downs Area of Outstanding Natural Beauty.
- 6.3 The impact on the amenity of neighbouring sites
- 6.4 The impact on highways
- 6.5 The impact on Public Rights of Way
- 6.6 The impact on the historic environment
- 6.7 The impact on Trees
- 6.8 The impact on Ecology
- 6.9 Other matters

## **6.1 Principle of development**

- 6.1.1 The application site is allocated within the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 for retail and warehouse uses. The site is currently occupied by approximately 15,073 sqm of A1 retail floor space and 6,029 sqm of leisure (class D2/sui generis) use, of which some units are vacant. Policy SHOP.3 of the Local Plan seeks to retain the provision of leisure/retail uses. The Pincents Lane retail area is identified within paragraph 5.8.1 of the Local Plan as one of the two areas within West Berkshire where retail warehousing dominates.
- 6.1.2 Policy SHOP.3 seeks to resist the loss of retail uses in this area and sets out a framework against which to assess such proposals. It is considered that the proposal accords with the principles of Policy SHOP.3 which states that the Council will normally refuse applications for the redevelopment/change of use of buildings to non-leisure/retail uses. Further the Council will permit non-food, bulky goods retail warehousing only where:
  - (a) there is no detrimental impact upon the amenity of existing uses of adjacent land, by reason of noise, smell, and visual impact;
  - (b) the application site can be easily accessed from the main road network, with adequate parking facilities and no detriment to local highway safety;
  - (c) they, either by themselves, or cumulatively with such proposals have no significant detrimental impact on the vitality and viability of Newbury town centre or other nearby shopping centres;
  - (d) the scheme concerned satisfies the sequential test relating to retail proposals.
- 6.1.3 Criteria a) and b) will be examined later in this report. The requirement for an impact assessment and sequential test, criteria c) and d) is reinforced by guidance contained within Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4). This paper sets out the national planning approach for economic development. Policy EC14 of PPS4 sets out the circumstances in which a sequential assessment and an impact assessment would be required to support a planning application for a main town centre use.
- 6.1.4 Criterion c) of Policy SHOP.3 seeks to ensure that any new development, either by itself or cumulatively has no significant detrimental impact on the vitality and viability of nearby shopping centres. Such impact assessments are also required by PPS4. Proposals should be assessed against the list of impacts in policy EC16 and assessments should follow part 7 of the Practice Guidance. IKEA have undertaken an impact assessment to test the impact of the new store on town centres within the catchment area. The catchment is defined as a 40 minute drive time from the site.



- 6.1.5 The impact assessment undertaken demonstrates that there will be a minimal impact on other retailers within the catchment area but the trade draw from town centres is less than 1% of the total town centre trade in all cases, and therefore the impact can be absorbed without adverse harm. The greatest impacts will be felt at out of town retail warehouse parks, but the evidence indicates that this impact is minimal and within acceptable levels. It is considered that the impact assessment provided is robust and fulfils the requirements of national policy.
- 6.1.6 It is considered that the applicant has undertaken a satisfactory retail impact assessment in accordance with the requirements in PPS4 thus demonstrating that the proposal will not have a significant detrimental impact on the vitality and viability of centres within the catchment area. As such the proposal complies with the guidance contained within PPS4 and criterion c) policy SHOP.3.
- 6.1.7 Criterion d) of Policy SHOP.3 requires a sequential test is undertaken. Sequential assessments should accord with policy EC15 of PPS4 and follow part 6 of the "Practice Guidance on Need, Impact and the Sequential Approach." A sequential assessment has been undertaken for IKEA to test whether any sequentially preferable sites could accommodate the proposal or a similar proposal. The sequential assessment found that none of the sites identified were suitable and/or available. Several were not suitable because local authorities had plans for the sites and these were often for mixed use schemes, or to provide a range of sizes of retail units to improve the vitality of sites; so an IKEA would not be compatible with the plans. Some were not suitable because the sites were not large enough or the character of the area would be prohibitive to constructing an IKEA store. Several sites were not available as they are currently in commercial use.
- 6.1.8 The result of the assessment indicates that the identified town centre and edge of centre sites are not suitable, available or viable for use as an IKEA store. Overall, the approach to the sequential assessment is acceptable and the results are fair. The proposal complies with criterion d) of Policy SHOP.3.
- 6.1.9 The proposal accords with the principles of Policy SHOP.3 of the Local Plan and the accompanying retail assessment demonstrates that the retail impact of the IKEA store on town centres would be negligible and there are no sequentially preferable sites available. The site is also functionally related to Reading, which is identified as a regional hub and a growth point within the South East Plan. Notwithstanding that the site is some 5 miles from the town centre the siting of a new major retail and employment generating development within this area supports this objective of the South East Plan.
- 6.1.10 As discussed above the main objectives of Policy SHOP.3 of the Local plan are supported by guidance within PPS4 which sets out the national planning approach for economic development. A number of these policies have been referred to, specifically EC14, EC15 and EC16.
- 6.1.11 Policy EC10 of PPS4 states that "Local planning authorities should adopt a positive and constructive approach towards planning applications for economic development. Planning applications that secure sustainable economic development should be treated favourably." This positive approach towards planning for economic development is in line with a number of recent statements from

Government about reforming the planning system to positively promote sustainable economic growth and jobs. Policy EC10 requires all applications for economic development to be assessed against 5 criteria; climate change, accessibility, high quality design, economic and physical regeneration and local employment. Following a review of the application it is considered that the proposal meets with these objectives.

- 6.1.12 The Pincents Lane Retail Park adjoins the open countryside to the north. Parcel A lies within but on the edge of the commercial area and is also within the North Wessex Downs Area of Outstanding Natural Beauty (AONB). Parcel B lies adjacent to this area. Section 6.2 of this report will consider the impact of the development on the character of the area and the wider countryside. In accordance with the guidance contained within PPS7 the AONB should be afforded the highest level of protection. The sensitivity of this landscape is recognised by Policy ENV.1 of the Local Plan and Policy C3 of the South East Plan Regional Spatial Strategy, May 2009 which seeks to conserve and protect such areas.
- 6.1.13 In July 2011 the Government published the draft National Planning Policy Framework. This consolidates the National Planning Policy Statements and National Planning Policy Guidance notes. The draft sets out a commitment to supporting sustainable growth and states that 'significant weight should be placed on the need to support economic growth through the planning system' (paragraph 13). An emphasis is placed on sustainable development. The application site is considered to be in a sustainable location.
- 6.1.14 The draft NPPF sets out the Governments economic, environmental and social policies. With respect to retail development the draft NPPF seeks to promote the vitality and viability of town centres and to meet the need for accessible retail services. These requirements reflect the tests set out within PPS4 against which this scheme has been assessed and complies. The draft document supports the continued protection of the ANOB and areas of landscape importance and seeks to promote high standards of design for all development. Paragraph 119 states that 'although visual appearance and the architecture of individual buildings are important factors, securing high quality and inclusive design goes beyond aesthetic consideration. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.'
- 6.1.15 Paragraphs 82-84 of the draft relates to transport. The objectives of this policy are to facilitate economic growth and contributing to wider sustainability and health objectives.
- 6.1.16 The proposed scheme complies with the guidance contained within the draft NPPF. The adopted NPPF is to be issued on Tuesday 27<sup>th</sup> March. This report has been prepared in light of the current policy framework. Any changes in technical guidance arising from the new NPPF will be detailed in the update to members before the committee.
- 6.1.17 The report will consider:
- 6.2 Impact on the Character of the Area and the Impact on the North Wessex Downs Area of Outstanding Natural Beauty.
  - 6.3 The impact on the amenity of neighbouring sites

- 6.4 The impact on highways
- 6.5 The impact on Public Rights of Way
- 6.6 The impact on the historic environment
- 6.7 The impact on Trees
- 6.8 The impact on Ecology
- 6.9 Other matters

6.1.18 This report is accompanied by a separate statement, Appendix A, prepared by the highways Officer which considers the impact of the development on the highway network.

## **6.2 Impact on the Character of the Area and the Impact on the North Wessex Downs Area of Outstanding Natural Beauty.**

6.2.1 The application site comprises brownfield land which has been occupied by commercial buildings since 1988. The application history demonstrates that the site has since that time been subject to a number of applications for commercial development and more recently a scheme to refurbish the existing buildings on parcel B. These recent applications however have not been implemented and the site remains partially vacant and the buildings are in a poor state of repair.

6.2.2 Parcel A comprises of approximately 2.61 hectares and is currently occupied by Homebase, Carpet Right, Reading Bowl and a vacant nightclub. Pincents Lane wraps around the southern and eastern boundaries of the site and provides vehicular access to the existing premises. Nunhide Lane, bridleway SULM 6, borders the western boundary and provides access to the open countryside to the north. The trees adjacent to the northern boundary, outside of the application site, are subject to a Tree Preservation Order. The M4 runs in a north south direction to the west of the site. This site is within the AONB.

6.2.3 Parcel B neighbours the Porsche head quarters. This site, at 1.5 hectares is currently occupied by a number of vacant buildings which sit in a poor state of repair. The site is bordered by existing commercial development. This part of the site is outside of the AONB.

6.2.4 This proposal will secure the opportunity for enhancements to the quality of the built form and the open areas within this part of the estate. The application history demonstrates that a number of attempts have been made to regenerate this area however more recent schemes have not come to fruition. As such the application site remains underutilised and in a poor condition. The proposals have the potential to improve the appearance of this part of the commercial area. The proposed buildings, the store and car park are larger in terms of their footprint and height compared to the neighbouring buildings however their design and scale are not considered to be harmful to the prevailing commercial character. The overall height of the car park at 13m (excluding the lift/stairs) is approximately 4m higher than the neighbouring Porsche building. The proposed store has a height of 22.65m. The existing buildings on parcel A range between 8m-10m in height. The new store will be highly visible and will materially alter the appearance of the site when viewed from within the commercial context. However in light of the poor condition of the existing built environment and the commercial character of this area the proposed increase in scale is not considered to be visually harmful and coupled with the

proposed environmental enhancements has the potential to improve the appearance of and regenerate this part of the estate.

- 6.2.5 It is considered that the proposals have the potential to improve the appearance of this part of the commercial area however it is important to recognise the sensitivity of the site which is also open to longer views. The site context is not confined to the commercial area but extends to the wider countryside. The site is visible from parts of the AONB and from some views within the gap between Theale and Tilehurst/Calcot.
- 6.2.6 In accordance with the guidance contained within PPS7 the AONB should be afforded the highest level of protection. The sensitivity of this landscape is recognised by Policy ENV.1 of the Local Plan and Policy C3 of the South East Plan Regional Spatial Strategy which seek to conserve and protect such areas. Part of the character of this landscape is defined by its proximity to Reading and the relationship between the countryside and the commercial development at Pincents Lane. It is recognised that the tranquillity of parts of the AONB within the vicinity of the site are affected by the edge of urban location and the presence of the M4 however national and local support for the conservation and enhancement of the AONB remains strong. A study undertaken in May 2009 titled An Integrated Landscape Sensitivity Approach to Settlement Expansion within West Berkshire, looked at this part of the AONB (Lower Sulham Dipslopes). This area is considered to be of medium to high landscape sensitivity and vulnerable to erosion through inappropriate development.
- 6.2.7 The scale and mass of the proposed development is significantly greater than the buildings currently on the site. The table below provides a summary of this comparison.

	Parcel A (store)	Parcel B (car park)
Existing	7.5m - 10m	6m - 9.5m
Proposed	22.65m	13m (lift/stairs 14.6m)

- 6.2.8 The network of footpaths within the AONB means that the development is visible from a number of vantage points up to a distance of 2.2km away. As part of this application and its assessment a number of sensitive views have been identified. These are shown on the photomontages, viewpoints 13, 14, 15, 16, 17 and 18. These paths are well used and highly valued as they provide access to the first piece of open protected AONB countryside outside of the urban area. The predominant features of the views are the rolling slopes, open fields, the dovecote, the wooded scarps, and the distant Sulhampstead escarpment. The commercial area of Reading is not visible from viewpoints 13, 15, and 16; Arlington Park is just visible from viewpoint 14; and the buildings at Pincents Lane and Arlington Park are visible from viewpoints 17 and 18. The M4 is not visible but the line of pylons is prominent. The scheme at these points relies on the existing off site landscaping along the northern site boundary to provide an element of screening. While these trees are largely protected by a tree preservation order their retention cannot be secured.
- 6.2.9 The existing commercial buildings do not significantly affect views from the AONB until you are within 500m of the urban edge. With respect to viewpoints 17 and 18 the character of this part of the AONB is partly distinguished by its proximity to the

edge of Reading and the existing modern commercial buildings. View 17 is taken at the Dovecote to the north of the store and here the tranquillity of the AONB is already disturbed both visually and from noise from the M4. Savacentre is not visible from the AONB and other buildings that are visible are smaller and lower than the proposed store. The urban edge is clearly evident and in most views the building does not break the skyline, except in views from the valley floor illustrated in viewpoint 15 where a substantial part of the store rises above the valley bottom at the end of the valley view.

- 6.2.10 These views from within the AONB will be addressed by the north western elevation of the store which is to be clad with a graduated grey treatment. While the proposed building presents an increase in built form on the site above the existing it is considered that a grey facade will significantly help to reduce the perception of scale and mitigate the impact of a building of this size on the wider AONB. As shown by drawing 2734/063 rev. H, the north west elevation of the car park which faces the AONB retains a small element of blue cladding. This small section of cladding is not considered to be visually intrusive in views from the wider landscape by reason of the height of the car park and its location within the site. Parcel B is bordered by existing commercial development and is set further within the site away from the boundary with the open countryside.
- 6.2.11 Nunhide Lane which borders the western boundary of the application site is also located within the AONB. Views of the existing buildings can currently be obtained through the planting. This planting is to be retained as part of the scheme. The proposals ensure that the surviving special qualities of this part of the AONB, a rural track, existing vegetation and the perception of leaving a commercial area and entering the countryside are protected. As such subject to further planting along the eastern side of the lane, to include shrubby woodland edge and understorey planting, it is not considered that there will be a significant impact on this part of the AONB.
- 6.2.12 Views from the grounds around Pincents Manor and from footpaths over the open space off Pincents Lane (viewpoint 24), whilst outside of the AONB will be read against this protected landscape to the north. The north east elevation of the proposed store will similarly be clad with a graduated grey metal composite to match the north western facing elevation. Drawing 2734/060 shows a flat view of the side elevation of the store. It is important to highlight that the yellow panelling shown on this drawing is stepped in from the main side elevation of the store and forms the entrance which projects forward of the front of the building. As such the visibility of this 'yellow' element will depend on the view point. It should further be highlighted that any views of this elevation will be interrupted by existing and proposed landscaping. Notwithstanding this it is important to highlight that the revisions to the elevational treatment of these two elevations is not to eliminate the building from these views, that is not necessary or achievable for a building of this scale. The colours adopted however are considered to help to reduce the prominence and the perception of the scale of the building and thus help to mitigate the visual impact.
- 6.2.13 The south east and south west elevations of the store are to be clad to reflect Ikea's corporate colours, with predominately blue elevational treatments and yellow sections around the entrance to the store and on parts of the car park. Views of these elevations are obtained from the more built up areas to include views from

Dorking Way and the path from Theale over the M4 footbridge. These views are considered to be less sensitive. Photomontages have been submitted to show the views from Woodfield Way, Theale (ES view 2) and Theale High Street (view 3). The impact of the proposals on the conservation area are considered in detail below. No objections have been raised by the conservation officer. Views of this side elevation will also be evident from the M4, Junction 12 and the A4. These views are all seen within the existing commercial context of the site. While the building will be highly visible it is not considered to be visually harmful to the commercial character of the site.

- 6.2.14 The application is accompanied by a Lighting Strategy. The information demonstrates that the proposal will follow the latest best practice guidance on lighting installations and luminaires so as to minimise lighting emissions and light pollution on the surrounding landscape, in particular on the AONB. Lighting will be designed to have no upward light sky pollution. Luminaires and columns will be strategically located to achieve the required lighting levels for safety and operation, but will be designed and located so as to minimise light spillage. The applicant has confirmed that the proposals will accord with the standards outlined within 'The Institute of Lighting Engineers Guide for the Reduction of Obtrusive Light – class E2 for Rural and Dark areas.' This is considered appropriate for this location. Details of the location and design of the lighting will be secured through a condition. The lighting will be restricted to being lit during store opening hours.
- 6.2.15 The application site forms part of an established commercial area which adjoins the open countryside to the north. The scheme by reason of its scale will impact on views from the AONB and will result in the addition of a prominent building which exceeds the scale of other commercial units within the vicinity of the site. The growth of the commercial area around Calcot has however eroded the secluded character of this part of the AONB. Those views at the urban edge or close to the site but from within the AONB are seen in the context of other commercial and infrastructure development. The farmland landscape at this point has noticeable urban influences. While this does not justify further development these features distinguish the landscape character.
- 6.2.16 In support of the proposals it is accepted that the development does not extend into Greenfield areas, unlike the Blue Living scheme at Pincents Hill. Furthermore in most views the building does not break the skyline except in views from the valley floor as illustrated in viewpoint 15. The proposal would not result in a loss of green open space and it is considered that the impact of a building of this scale has been effectively mitigated through colour changes to the north east and north west elevations. The impact on Nunhide Lane has also been reduced as delivery vehicles now enter the site directly from Pincents Lane. Given the individual circumstances of this site, its relationship to the urban edge, the topography, the opportunity to enhance the built environment within the retail park, the design measures incorporated into the scheme and the supporting policy framework and economic benefits it is considered that the proposal will not result in a harmful impact on the AONB or wider landscape sufficient to warrant a refusal.
- 6.2.17 To conclude the proposals comply with the guidance contained within PPS1 and PPS7 which seek to promote good design and protect the character and landscape value of an area. The proposal also complies with Policies CC6 and C3 of the South East Plan Regional Spatial Strategy, May 2009 and Policies OVS.2, SHOP.3 and

### **6.3 Impact on neighbouring amenity:**

- 6.3.1 Given the location of the site within the Pincents Lane Retail Park the neighbouring land users typically comprise of other retail/warehouse units to include Dunelm Mill, Sainsburys, Boots, Next and others. Pincents Lane also serves the Turnhams Green Business Park which is occupied by a number of offices and Pincents Kiln Industrial Estate which lies immediately to the north of parcel B and is occupied by a number of small industrial units. Pincents Manor Hotel is located at the northern point of Pincents Lane, vehicular access beyond here is restricted and as such there is no vehicular route from the estate to Tilehurst.
- 6.3.2 The proposed use sits comfortably within this commercial environment and is not considered to have an adverse impact on the amenity of neighbouring businesses. A number of conditions have been recommended to minimise adverse impacts arising from the development during use and construction. Conditions will be attached accordingly. These relate to noise, odour from the café, hours of work, lighting and other matters.
- 6.3.3 A number of concerns however have been raised by neighbouring businesses for the impact of additional traffic on the highways network and the potential for congestion which could potentially inhibit shoppers. The report by highways demonstrates that the proposed mitigation measures are considered to effectively mitigate the impact of the additional traffic generated by the store and as such will not result in a detrimental impact on the network. For this reason the scheme is not considered to impact on local business.
- 6.3.4 The Royal Berkshire Fire Authority have recently accepted a lease at Theale Cross from which the service will operate their call centre and office support. It is understood that in the event of a blue light/emergency situation rapid response vehicles will need to exit the site. This building is located to the east of parcel A. Access to this site is via Pincents Lane and runs parallel to the north western boundary of parcel B. The building has an authorised B1 office use and planning permission was granted under application 08/00114/FUL for works to the building. This consent was recently renewed under application 10/02831/XFUL. The consent has not yet been implemented but no further permissions are needed prior to occupation of the building for the call centre/office support use. This will not be a base for fire engines. In accepting the lease the Fire Service will have been fully aware of the neighbouring proposals by Ikea.
- 6.3.5 The applicants have demonstrated through established modelling software that with the proposed mitigation measures in place the new store can be accommodated without significant harm to the highways network. For this reason it is not considered that the proposals will impact on the businesses within the estate. The Highways Officer has liaised with the transport consultants acting on behalf of the Royal Berkshire Fire Authority along with those acting for some other businesses in immediate proximity to the site. The concerns raised have been considered and additional information sought where appropriate. Subject to the approved works the

proposals are not considered to have a detrimental impact on the highway network or local businesses.

#### **6.4 Impact on Highways:**

- 6.4.1 For a full explanation of the highways aspects of this scheme please refer to Appendix A of this report.
- 6.4.2 The Highways Agency have no objection to the scheme subject to conditions. These relate to the implementation of a queue detector loop on the A4 east bound carriageway and to ensure that the store is not brought into use until the works for junction 12 have been completed. These matters will be secured through the S278 agreement. A condition has also been requested relating to the opening hours of the store. Condition 8 has been attached accordingly.

#### **6.5 Impact on Public Rights of Way:**

- 6.5.1 There are a number of footpaths and bridleways within the vicinity of the application site. Pincents Lane is understood to form an important link between designated routes in the area and provides a popular route for cyclists, pedestrians and equestrians. A number of letters have been received from horse riders within the locality highlighting concerns for the impact of the additional traffic. It is understood that Pincents Lane forms part of a circular route comprising Little Heath Rd, Pincents Lane and Nunhide Lane which is popular with horse riders.
- 6.5.2 The following definitive paths lie within close proximity to the site:
- Nunhide lane, SULM/6 runs adjacent to the western boundary of the site. This provides a link between the commercial area and the open countryside to the north.
  - TILE/13 joins Pincents Lane immediately north of the store entrance. The path runs in proximity to the northern boundary of parcel B.
  - THEA/21 merges with TILE/21 at the M4 footbridge.
- 6.5.3 Objections were raised by Public Rights of Way to the initial proposals given the impact on the users of Nunhide Lane and Pincents Lane in light of the increase in traffic on these routes. Subsequently Nunhide Lane, which was to be utilised as an access into the site for delivery vehicles, has been removed from the scheme. As such no works are proposed to the Lane. As a means to address the concerns raised a 2m wide equestrian route has been provided to the front of the store which runs parallel with the 3m wide shared pedestrian and cycle path. The equestrian surface provides a dedicated route from SULM/6 past the store. To the north of the store entrance horses will be directed back onto Pincents Lane. This reflects the existing arrangement. At this point the only additional traffic on the network will be from the delivery vehicles, already existing in part and additional movements from the staff parking. It is acknowledged that the Right of Way Officer favoured the creation of a bridleway link across adjacent farmland however this was not deliverable or considered to be a reasonable request in light of the guidance in circular 05/2005. In light of these amendments the original objection has been withdrawn.
- 6.5.4 Subject to conditions and the provision of section 106 contributions as set out in Appendix B it is considered that the proposal will not have a harmful impact on the rights of way network within the vicinity of the site. As such the proposal complies



with Policy OVS.2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

- 6.5.5 A number of representation letters have raised concern for the increase potential for vehicles to use Nunhide Lane, bridleway SULM/6. No works are proposed to Nunhide Lane as part of this application. A contribution has been secured for the assessment of the need for and provision of controls to restrict unauthorised vehicular access to the bridleway.

## **6.6 Impact on the Historic Environment:**

- 6.6.1 Planning Policy Statement 5 seeks to protect the historic environment. This is supported by Policy ENV.33 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 and Policy BE6 of the South East Plan, May 2009, regional Spatial Strategy. Theale Conservation Area and the Englefield Conservation Area lie in proximity to the site. Concerns have been raised by Theale Parish Council and a number of residents for the impact of the scheme on the conservation area which lies approximately 400m to the west of the application site. The conservation area is visually and physically separated from the application site by the M4. Photomontage viewpoint 3 shows the existing and proposed views from Theale High Street near Waterside Drive. The photograph has been taken from within the Conservation area which is considered to be an area of high sensitivity. The building line and the distances between the site and the edge of the conservation area result in limited views of the site. Elements of the car park will be visible however existing planting along the M4 will partially screen these views during both the summer and winter months. With regards to view point 4, taken further within the conservation area, the photomontage shows that the presence of buildings and the strong building line will prevent any views of the proposed store or car park from this part of the conservation area. Similarly no views can be obtained from the Englefield Conservation Area.
- 6.6.2 The Environmental Statement submitted as part of this application identifies a number of listed buildings within proximity to the site. Pincents Manor, Grade II Listed, lie approximately 250m to the north east of the application site. Given the presence of existing commercial buildings and the limited inter-visibility between them it is not considered that these buildings or their setting, which are already somewhat compromised by nearer developments, will be affected by the proposals. Nunhide Farm and the Dovecote lie approximately 600m north of the site. These buildings are positioned at a higher level than the application site. Given their relationship with the existing buildings on the site and the separation between them it is not considered that the proposals will have a materially negative impact on the setting of these buildings.
- 6.6.3 To conclude, the proposed scheme is not considered to have a harmful impact on the character of the identified conservation areas or the setting of nearby listed buildings. As such the proposals accord with the guidance contained within PPS5 and Policy BE6 of the South East Plan, May 2009, Regional Spatial Strategy and Policies OVS.2 and ENV.33 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

## **6.7 Trees:**

- 6.7.1 Parcels A and B contain a significant number of trees around the perimeter boundaries and within the site. The existing trees are of various species, sizes and ages and contribute to the landscaping character of the area helping to soften the otherwise hard exterior of the buildings. They therefore have to be considered a material constraint to the development.
- 6.7.2 The proposals involve the loss of a number of trees within the site however the scheme seeks to ensure where possible the retention of those species which are of a good quality. It is considered that the trees to be lost can be mitigated by new planting. The scheme is accompanied by a good landscaping scheme. Subject to conditions to secure appropriate tree protection measures and new landscaping no objections are raised. The Indian Bean Tree, which is protected by a Tree Preservation Order is to be retained.

## **6.8 Ecology:**

- 6.8.1 No objections have been raised subject to conditions to secure works to enhance the ecological value of the site and to secure funding for the installation of a permanent water supply to the Sulham and Tidmarsh Woods and Meadows Site of Special Scientific Interest (SSSI) to facilitate grazing management. Such works and conditions are required in accordance with the guidance contained within PPS9 and Policy OVS.2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

## **6.9 Other matters:**

- 6.9.1 Reading Borough Council have requested an extension to bus routes 26 and 33 to the Ikea store. Under this application the Council have secured an extension to bus service 26 which currently stops at the Calcot interchange. This bus will link central Reading to the Ikea store. A contribution of £496,000 has been secured to ensure the service is retained for five years, upon which it is hoped that it will become viable to ensure its retention thereafter. The financial contribution will be provided within a Section 106 Agreement. Further details of this are contained within Appendix A. A contribution towards route 33 has not been secured as it is considered unlikely that this service would continue to be viable after the 5 years when funding ceases.
- 6.9.2 The existing Homebase and Carpet Right units are restricted to the sale of DIY builders merchants and home improvement products. Reading Borough Council have suggested that sales from the proposed building should be restricted to those that have been considered as part of the submitted retail report. This would mean the exclusion of food and clothing etc as main retail lines. This is an appropriate restriction given the basis of the Retail Report and the assessment of it with regard to West Berkshire District Local Plan Policy SHOP.3 and PPS4.
- 6.9.3 Concern has been raised within a number of objection letters for the loss of the existing facilities at the application site. The proposed retail use is supported in this location by Policy SHOP.3 of the Local Plan. The planning system is unable to control the market and supply of existing facilities.

- 6.9.4 A number of the objection letters received express concern for the impact of the development on the highways network should the application by Blue Living for 750 dwellings and a range of community facilities at land off Pincent's Hill be approved. When this application by Ikea was received an appeal with respect to the development by Blue Living was pending a decision. The appeal has now been dismissed. Were a new application to be submitted by Blue Living any scheme would need to take into account the impact of their development and the impact of Ikea on the road network and the mitigation measures secured as part of the S106.

## **7. Conclusion**

- 7.1.1 The application site is located within an existing retail estate. The buildings within the site are in a poor state of repair and their vacant and dilapidated appearance has evidently been a target of vandalism. Supported in principle by Policy SHOP.3 of the Local Plan, national guidance seeks to support economic development which is appropriately located. This positive approach towards planning for economic development is in line with a number of statements from Government about reforming the planning system to positively promote sustainable economic growth. The proposed scheme has the potential to regenerate this part of the estate both visually through a higher standard of design and economically through the creation of new jobs.
- 7.1.2 The application site is subject to wider sensitive views from the AONB and by virtue of the scale and height of the proposed buildings the new store will increase the prominence of development in this edge of urban location. The visual impact of the proposed store has been assessed fully in section 6.2 of this report. It is recognised that the proposals will change the character of this area however in light of the supporting policy framework and the potential for the regeneration of the site and environmental improvements within this commercial area the impact on views from within the AONB are not considered to be significantly harmful as to warrant a refusal.
- 7.1.3 This report is accompanied by a detailed statement from the Highways Officer which concludes that the development will provide a significant impact of the travel network within the vicinity. Reputable modelling software has been used and has been checked by external consultants. As a result, the Highway Officer is content that an appropriate package of mitigation measures is proposed and therefore recommends approval of the planning application subject to a Section 106 Agreement and Section 278 Agreement and appropriate conditions.
- 7.1.4 This application has generated 328 responses from the public. The matters raised by residents and the parishes are discussed at the relevant sections of this report. No objections have been raised by the statutory consultees, subject to conditions, however it is recognised that the proposed building by reason of its scale will alter the character of the estate and impact on views from the AONB. On balance and in the light of the policy support, the economic benefits arising through job creation and the regeneration of an underutilised and unkempt site in a sustainable location, it is considered that there are not sufficient significant landscape and visual grounds for refusal which might outweigh these other planning considerations in favour of the development. The scheme is considered to provide an opportunity to secure the regeneration of this site and the scheme is recommended for approval.

## 8. Recommendation

To **DELEGATE** to the Head of Planning and Countryside to **GRANT** planning permission subject to the completion of the legal agreement by the 4<sup>th</sup> August 2012 and subject to the following conditions.

1. The development hereby permitted shall be started within three years from the date of this permission and implemented strictly in accordance with the approved plans.

Reason: To enable the Local Planning Authority to review the desirability of the development to comply with Section 91 of the Town and Country Planning Act (as amended by Section 51 of the Planning and Compulsory Purchase Act 2004) should it not be started within a reasonable time.

2. The development hereby permitted shall be carried out strictly in accordance with the approved plans:

Location Plan drawing number 2734/001 rev.J received 2<sup>nd</sup> March 2012

Proposed Site Plan drawing number 2734/003 rev.L received 2<sup>nd</sup> March 2012

Proposed Building layout (Block plan) drawing number 2734/020 rev.R received 2<sup>nd</sup> March 2012

Proposed Level 0 Floor Plan – Store drawing number 2734/021 rev. H received 2<sup>nd</sup> March 2012

Proposed Level 1 Floor Plan – Store drawing number 2734/022 rev. D received 19<sup>th</sup> April 2011

Proposed Level 2 Floor plan – Store drawing number 2734/023 rev. E received 19<sup>th</sup> April 2011

Proposed Roof Plan – Store drawing number 2734/024 rev. B received 15<sup>th</sup> February 2011

Proposed Level 0 Floor Plan – Car Park drawing number 2734/025 rev. N received 2<sup>nd</sup> March 2012

Proposed Level 1 Floor Plan – Car Park drawing number 2734/026 rev. L received 2<sup>nd</sup> March 2012

Proposed Level 2 Floor Plan – Car Park drawing number 2734/027 rev. L received 2<sup>nd</sup> March 2012

Proposed Level 3 Floor Plan – Car Park drawing number 2734/028 rev. H received 9<sup>th</sup> January 2012

Proposed Highways Layout drawing number 2734/051 rev. J received 2<sup>nd</sup> March 2012

Proposed North East Elevation drawing number 2734/060 rev. G received 9<sup>th</sup> January 2012

Proposed South East Elevation drawing number 2734/061 rev.G received 9<sup>th</sup> January 2012

Proposed South West Elevation drawing number 2734/062 rev. F received 9<sup>th</sup> January 2012

Proposed North West Elevation drawing number 2734/063 rev. H received 9<sup>th</sup> January 2012

Proposed South East Elevation – store drawing number 2734/064 rev. E received 9<sup>th</sup> January 2012

Proposed North West Elevation – car park drawing number 2734/065 rev. F received 9<sup>th</sup> January 2012

Proposed North East Elevation with context drawing number 2734/030 rev. K received 9<sup>th</sup> January 2012

Proposed South East Elevation with context drawing number 2734/031 rev. J received 9<sup>th</sup> January 2012

Proposed South West Elevation with context drawing number 2734/032 rev. J received 9<sup>th</sup> January 2012  
Proposed North West Elevation with context drawing number 2734/033 rev. H received 9<sup>th</sup> January 2012  
Proposed South East Elevation – Store with context drawing number 2734/034 rev. H received 9<sup>th</sup> January 2012  
Proposed North West Elevation – Car park with context drawing number 2734/035 rev. G received 9<sup>th</sup> January 2012  
Proposed Section A-A drawing number 2734/040 rev. F received 9<sup>th</sup> January 2012  
Proposed Section B-B drawing number 2734/041 rev. F received 9<sup>th</sup> January 2012  
Proposed Section C-C drawing number 2734/042 rev. G received 9<sup>th</sup> January 2012

Reason: To ensure the development is carried out in accordance with the approved details which have been assessed in accordance with national guidance and relevant policies within the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 and the South East Plan, May 2009, Regional Spatial Strategy.

3. No development shall commence on site until samples of the external materials to be used in the development have been submitted to and approved in writing by the Local Planning Authority. This condition shall apply irrespective of any indications as to the details that may have been submitted with the application. Thereafter the materials used in the development shall be in accordance with the approved samples. No other materials shall be used unless agreed in writing with the Local Planning Authority.

Reason: In the interests of visual amenity in accordance with Policies CC6 and C3 of the South East Plan 2009 Regional Spatial Strategy and Policies OVS2 and ENV1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

4. The approved grey metal composite cladding for the treatment of the north east and north west elevations shall be retained in perpetuity in accordance with the details shown on drawing number 2734/060 rev. G 'proposed north east elevation' and drawing number 2734/063 rev.H 'proposed north west elevation.'

Reason: In the interests of visual amenity in accordance with Policies CC6 and C3 of the South East Plan 2009 Regional Spatial Strategy and Policies OVS2 and ENV1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

5. No development shall commence on site until details of the external hard surfaced areas of the development have been submitted to and approved in writing by the Local Planning Authority. This condition shall apply irrespective of any indications as to the details that may have been submitted with the application, and shall where necessary include a schedule of materials, means of treatment, and drawings demonstrating the layout of these areas. The store and car park hereby approved shall not be brought into use until the hard surfaced areas have been constructed in accordance with the approved details.

Reason: In the interests of visual amenity in accordance with Policies CC6 and C3 of the South East Plan 2009 Regional Spatial Strategy and Policies OVS2 and ENV1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

6. No development shall commence on site until details of the floor levels in relation to existing and proposed ground levels have been submitted to and approved in writing by

the Local Planning Authority. Thereafter the development shall be carried out in accordance with these approved details.

Reason: To ensure a satisfactory relationship between the proposed building and the adjacent land in accordance with Policies CC6 and C3 of the South East Plan 2009 Regional Spatial Strategy and Policies OVS2 and ENV1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

7. No development shall commence on site until a detailed scheme of landscaping for the site has been submitted to and approved in writing by the Local Planning Authority. The details shall be based on the information shown on drawings 4163-P-01 rev.J and 4163-P-02 rev.J and shall include schedules of plants, noting species, plant sizes and proposed numbers/densities, an implementation programme and details of written specifications including cultivation and other operations involving tree, shrub and grass establishment. The scheme shall ensure:

- a) Additional eye-level screening is provided along the eastern boundary of Nunhide Lane through woodland edge and understorey planting.
- b) Details of the proposed planting and associated hard standing adjacent to the north west facing elevation of the car park to facilitate the movement of pedestrians from the crossing on Pincents Lane outside of the store entrance and past the car park to link into footpath TILE/13.
- c) Completion of the approved landscaping within the first planting season following the completion of the development, and
- d) Any trees, shrubs or plants that die or become seriously damaged within five years of the completion of the development shall be replaced in the following year by plants of the same size and species or alternative species as approved by the Local Planning Authority.

Thereafter the approved scheme shall be implemented in full.

Reason: Drawing 4163-P-01 rev.J and 4163-P-02 rev.J provide a sound basis for the proposed landscaping scheme in accordance with Policies CC6 and C3 of the South East Plan May 2009 Regional Spatial Strategy and Policy OVS2 of the West Berkshire District Local Plan 1991-2006 Saved Policies 2007.

8. The store hereby approved shall not open its doors to the public before 9:30 am on week days and 9:00 am on weekends including bank holidays.

Reason: In order to reduce pressure on the road network in accordance with Policy OVS2 and Policy TRANS.1 of the West Berkshire District Local Plan 1991-2006 Saved Policies 2007.

9. No development shall commence until details to demonstrate how the multi storey car park will achieve and maintain 'Park Mark,' Safer Parking Award status, have been submitted to and approved in writing by the Local Planning Authority in agreement with Thames Valley Police. The car park shall not be brought into use until the approved measures have been implemented in full and shall thereafter be retained.

Reason: To prevent crime and protect those people using the car park in accordance with the guidance contained within PPS1 (paragraph 36) and Policy OVS.11 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

10. No development shall commence (including site clearance and any other preparatory works) until a scheme for the protection of trees to be retained has been submitted to and approved in writing by the Local Planning Authority. Such a scheme shall include a plan showing the location of the protective fencing, and shall specify the type of protective fencing, all in accordance with B.S.5837:2005. No works at the site shall take place until the approved fencing has been erected and at least 2 working days notice shall be given to the Local Planning Authority that it has been erected. It shall be maintained and retained for the full duration of the works or until such time as agreed in writing with the Local Planning Authority. No activities or storage of materials whatsoever shall take place within the protected areas without the prior written agreement of the Local Planning Authority.

Note: The protective fencing should be as specified at Chapter 9 and detailed in figure 2 of B.S.5837:2005.

Reason: To ensure the enhancement of the development by the retention of existing trees and natural features during the construction phase in accordance with Policy OVS. 2 (b) of West Berkshire District Local Plan, 1991-2006, Saved Policies 2007.

11. No development or other operations shall commence until an Arboricultural method statement has been submitted to and approved in writing by the Local Planning Authority and shall include details of the implementation, supervision and monitoring of all temporary tree protection and any special construction works within any defined tree protection area. Thereafter the development shall incorporate and be undertaken in accordance with the approved statement.

Reason: To ensure the protection of trees identified for retention at the site in accordance with Policy OVS2 (b) of the West Berkshire District Local Plan 1991–2006, Saved Policies 2007.

12. No development or other operations shall commence until details of the proposed access, hard surfacing, drainage and services providing for the protection of the root zones of trees to be retained have been submitted to and approved in writing by the Local Planning Authority. Thereafter the development shall be carried out in accordance with the approved details.

Reason: To ensure the protection of trees identified for retention at the site in accordance with Policy OVS2 (b) of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

13. All works at the site shall be carried out in accordance with the ecological mitigation measures detailed in Chapter 14, Section 6 'Mitigation and Enhancements' of the Environmental Statement received 3<sup>rd</sup> March 2011 and as updated by the December 2011 Environmental Statement Addendum and shall thereafter be maintained.

Reason: To ensure the protection of species in accordance with the guidance contained within PPS 9.

14. No later than the first planting season following the completion of the development the pond shall be deepened in accordance with the details relating to the pond as shown on drawing 4163-P-02 rev.J received on the 2<sup>nd</sup> March 2012.

Reason: To ensure the protection of species in accordance with the guidance contained within PPS 9. Only the details relating to the works to the pond on drawing 4163-P-02 rev.J are approved.

15. No development shall commence until details of the proposed bat and bird boxes and their location within the trees have been submitted to and approved in writing by the Local Planning Authority. The store shall not be brought into use until the bat and bird boxes have been installed in accordance with the approved plans and shall thereafter be retained.

Reason: To improve the suitability of the on-site habitat and to ensure the protection of species in accordance with the guidance contained within PPS 9.

16. No demolition works shall take place until agreement has been sought with the Local Planning Authority as to whether repeat bat surveys in the form of an internal/external survey is required to ensure that there are no bat roosts present. Should this be required no demolition works shall take place until a further bat survey report is submitted to and approved in writing by the Local Planning Authority. Thereafter all works must be carried out in accordance with the approved details.

Reason: To ensure the protection of species in accordance with the guidance contained within PPS 9.

17. No infiltration of surface water drainage into the ground is permitted other than with the written consent of the Local Planning Authority, which may be given for those parts of the site where it has been demonstrated that there is no resultant unacceptable risk to controlled waters. Thereafter the development shall be carried out in full in accordance with the approved details.

Reason: In order to protect groundwater quality from drainage water leaching through contaminated soils and reaching the principal aquifer in accordance with PPS23. Infiltration systems may be in use presently on the site but they are not well described. Infiltration into the Lambeth group may be limited for a development of this size.

18. Piling or any other foundation designs using penetrative methods shall not be permitted other than with the express written consent of the Local Planning Authority, which may be given for those parts of the site where it has been demonstrated that there is no resultant unacceptable risk to groundwater. The development shall be carried out in accordance with the approved details.

Reason: To protect groundwater quality from potential pollutant pathways if piles are made through contaminated soils and ground waters in accordance with the guidance contained within PPS23.

19. The development permitted by this planning permission shall be carried out in accordance with the approved Flood Risk Assessment (FRA) carried out by RPS dated January 2011 reference RCEF13820-003R rev 2 and the following mitigation measures detailed within the FRA:

1. Limiting the surface water run-off generated by the critical storm and provide a pre development Greenfield run-off rate of 5l/s so that it will not exceed the run-off from the undeveloped site and not increase the risk of flooding off-site and provide a betterment.



2. Provide an overall surface water attenuation volume no less than 809m<sup>3</sup> within the site.
3. Provide attenuation within the site using a hierarchy of options including soakaways where technically feasible, permeable paving and the existing pond.

Reason: To prevent flooding by ensuring the satisfactory disposal and storage of surface water from the site and to provide sufficient attenuation within the site through the use of sustainable drainage in order to achieve the proposed Greenfield run-off rate in accordance with the guidance within PPS25.

20. No development shall commence until a surface water drainage scheme for the site, based on sustainable drainage principles and an assessment of the hydrological and hydrogeological context of the development, has been submitted to and approved in writing by the local planning authority. The scheme shall subsequently be implemented in accordance with the approved details before the development is completed.

The scheme shall also include:

- details of how the scheme shall be maintained and managed after completion;
- information on the existing function of the drainage network including the pond;
- detailed drainage plan showing the location of the network and any proposed SUDs options including the existing pond;
- detailed surface water drainage calculations for all rainfall events up to and including the 1 in 100 year plus climate change event;
- demonstration that there will be no flooding within the site. Where this is not possible, it should be demonstrated that this will not occur below and up to the 1 in 30yr event and that it can be safely stored within the site without increasing flood risk to the surrounding area;
- details of the feasibility of the use of soakaways to demonstrate they are technically feasible;
- information on the hierarchy of options to explain the choice of any proposed SUDs technique.

Reason: To prevent the increased risk of flooding in accordance with the guidance within PPS25 and to improve and protect water quality, improve habitat and amenity, and ensure future maintenance of the surface water drainage system.

21. No development shall commence until a Construction Environmental Management Plan, as referred to in section 6.15 'Mitigation' of chapter 6 'Demolition and Construction Programme' of the Environmental Statement received on 3<sup>rd</sup> March 2011 and Table 17.1 of Chapter 17 'Ecology and Nature Conservation' (ref: JLL0488) as updated by the December 2011 Environmental Statement Addendum, has been submitted to and approved in writing by the Local Planning Authority. The plan shall be implemented in full and retained until the development has been constructed. Any deviation from this statement shall be first agreed in writing with the Local Planning Authority.

Reason: To ensure that any potentially harmful effects to ecological resources adjoining land users as a result of demolition and construction related dust, noise and accidental spillages will be minimised in accordance with the guidance contained within PPS1, PPS9 and PPS23 and Policies OVS.2 and OVS.6 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

22. The hours of work for all contractors for the duration of the site development shall unless otherwise agreed in writing by the Local Planning Authority be limited to:

07.30 am to 6.00 p.m. on Mondays to Fridays 08.00 am to 1.00 p.m. on Saturdays and NO work shall be carried out on Sundays or Bank Holidays.

Reason: In the interests of the amenities of neighbouring land users in accordance with the guidance contained within PPS23 and Policies OVS.2 and OVS.5 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

23. The dust mitigation measures outlined in section 11.7 of the 'Air Quality' chapter of the Environmental Statement (ref: JLL0488) received on 3<sup>rd</sup> March 2011 shall be implemented in full for the full duration of the construction activity relating to this permission at the site.

Reason: In the interests of the amenities of neighbouring premises bordering the site in accordance with Policy OVS.2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

24. No development shall commence until a scheme to deal with plant equipment noise has been submitted to and approved in writing by the Local Planning Authority. The scheme shall include the following. Thereafter the approved scheme shall be implemented in full and retained in perpetuity.

(a) written details concerning any proposed air handling plant associated with the development including

(i) the proposed number and location of such plant as well as the manufacturer's information and specifications

(ii) the acoustic specification of the plant including general sound levels and frequency analysis under conditions likely to be experienced in practice.

(iii) the intended operating times.

(b) The findings of a noise survey (undertaken in accordance with BS4142 or such other standard acceptable to the Local Planning Authority) to determine noise levels in the vicinity of the proposed development and calculations showing the likely impact of noise from the development;

(c) a scheme of works or such other steps as may be necessary to minimize the effects of noise from the development;

(d) The development shall not commence until written approval of a scheme under (c) above has been given by the Local Planning Authority. All works forming part of the scheme shall be completed before the building is first occupied.

Reason: In the interests of the amenities of neighbouring occupiers in accordance with the guidance contained with PPS24 and Policies OVS.2 and OVS.5 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

25. No development shall commence until a scheme of works or such other steps as may be necessary to minimise the effects of odour and noise from the preparation of food

associated with the development have been submitted to and approved in writing by the Local Planning Authority. The kitchen areas shall not be brought into use until the approved measures are implemented in full and thereafter retained.

Reason: To prevent disturbance to neighbouring land users through smells and noise from the kitchen. This is required in accordance with the guidance set out in PPS 24 and Policies OVS.2 and OVS.5 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

26. No development shall commence, except site clearance works, until an intrusive investigation has been undertaken to assess the nature and extent of any contamination on the site, whether or not it originates on the site. The investigation must be undertaken by competent persons and the completed investigations shall be submitted to and approved in writing by the Local Planning Authority. The findings must include:

- (i) a survey of the extent, scale and nature of contamination;
- (ii) an assessment of the potential risks to:
  - human health,
  - property (existing or proposed) including buildings, crops, livestock, pets, woodland and service lines and pipes,
  - adjoining land,
  - groundwaters and surface waters,
  - ecological systems,
  - archeological sites and ancient monuments;
- (iii) an appraisal of remedial options, and proposal of the preferred option(s).

This must be conducted in accordance with DEFRA and the Environment Agency's '*Model Procedures for the Management of Land Contamination, CLR 11*'.

If no contamination is found this condition can be discharged. If however contamination is found once the development has begun, development must be halted on that part of the site affected by the unexpected contamination to the extent specified by the Local Planning Authority in writing until sub section d) of this condition has been complied with in relation to that contamination.

If the investigations show contamination is present the applicant shall submit the following schemes as required by sections a), b), c) and d) of this condition, below. No development shall commence on site until the requirements of these sub sections have been agreed in writing by the Local Planning Authority.

**a). Submission of Remediation Scheme**

A detailed remediation scheme to bring the site to a condition suitable for the intended use by removing unacceptable risks to human health, buildings and other property and the

natural and historical environment must be prepared, and is subject to the written approval of the Local Planning Authority. The scheme must include all works to be undertaken, proposed remediation objectives and remediation criteria, timetable of works and site management procedures. The scheme must ensure that the site will not qualify as contaminated land under Part 2A of the Environmental Protection Act 1990 in relation to the intended use of the land after remediation.

**b). Implementation of Approved Remediation Scheme**

The approved remediation scheme must be carried out in accordance with its terms prior to the commencement of development other than that required to carry out remediation, unless otherwise agreed in writing by the Local Planning Authority. The Local Planning Authority must be given two weeks written notification of commencement of the remediation scheme works.

Following completion of measures identified in the approved remediation scheme, a verification report that demonstrates the effectiveness of the remediation carried out must be produced, and is subject to the approval in writing of the Local Planning Authority.

**c). Reporting of Unexpected Contamination**

In the event that contamination is found at any time when carrying out the approved development that was not previously identified it must be reported in writing immediately to the Local Planning Authority. An investigation and risk assessment must be undertaken in accordance with the requirements of condition 1, and where remediation is necessary a remediation scheme must be prepared in accordance with the requirements of condition 2, which is subject to the approval in writing of the Local Planning Authority.

Following completion of measures identified in the approved remediation scheme a verification report must be prepared, which is subject to the approval in writing of the Local Planning Authority in accordance with condition 3.

**d). Long Term Monitoring and Maintenance**

A monitoring and maintenance scheme to include monitoring the long-term effectiveness of the proposed remediation over a period to be agreed with LPA, and the provision of reports on the same must be prepared, both of which are subject to the approval in writing of the Local Planning Authority.

Following completion of the measures identified in that scheme and when the remediation objectives have been achieved, reports that demonstrate the effectiveness of the monitoring and maintenance carried out must be produced, and submitted to the Local Planning Authority.

This must be conducted in accordance with DEFRA and the Environment Agency's '*Model Procedures for the Management of Land Contamination, CLR 11*'.

Reason: To ensure that risks from land contamination to the future users of the land and neighbouring land are minimised, together with those to controlled waters, property and ecological systems, and to ensure that the development can be carried out safely without unacceptable risks to workers, neighbours and other offsite receptors.

27. No development shall commence until a full lighting plan detailing the type/style of lighting proposed and its location within the site to cover all external lighting and that within the car park has been submitted to and approved in writing by the Local Planning Authority in accordance with the information from Wallace Whittle which demonstrates that the scheme will meet the standards required under Environmental Zone E2. This shall be accompanied by details relating to when the lights will be in use. The store and car park shall not be brought into use until the lighting scheme is fully implemented. No lighting will

be provided on Nunhide Lane.

Reason: To protect the character of the adjoining rural environment and the North Wessex Downs Area of Outstanding Natural Beauty and to minimise disturbance to bats in accordance with the guidance contained within PPS1, PPS7 and PPS9 and Policies OVS.2 and ENV.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 and Policy C3 of the South East Plan May 2009 Regional Spatial Strategy, May 2007.

28. No development shall commence until a drainage strategy detailing any on and/or off site drainage works, has been submitted to and approved in writing by the Local Planning Authority in consultation with the sewerage undertaker. No discharge of foul or surface water from the site shall be accepted into the public system until the drainage works referred to in the strategy have been completed.

Reason: The development may lead to sewage flooding; to ensure that sufficient capacity is made available to cope with the new development; and in order to avoid adverse environmental impact upon the community.

29. No development shall commence until an impact study to show the existing water supply infrastructure has been submitted to and approved in writing by the Local Planning Authority in consultation with Thames Water. The studies should determine the magnitude of any new additional capacity required in the system and a suitable connection point. Thereafter the proposed store shall not be brought into use until the approved details have been implemented in full.

Reason: To ensure that the water supply infrastructure has sufficient capacity to cope with any additional demand.

30. No development shall commence until full details of the design and the materials for the surfacing of the equestrian route as shown on drawing Proposed Building Layout (Block Plan) drawing number 2734/020 rev. R have been submitted to and agreed in writing by the Local Planning Authority. The store shall not be brought into use until the equestrian route has been created in accordance with the approved materials.

Reason: To ensure the provision of a safe route for equestrians in accordance with policy OVS. (h) of Policy West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

31. No development shall commence until details of the signage to be erected along the equestrian route has been submitted to and approved in writing by the Local Planning Authority. The details shall include the design of the signs and their location. The store shall not be brought into use until the equestrian route has been created in accordance with the approved materials.

Reason: To ensure the provision of a safe route for equestrians in accordance with policy OVS. (h) of Policy West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

32. No development shall commence on site until details of all fencing and other means of enclosure have been submitted to and approved in writing by the Local Planning Authority. This condition shall apply irrespective of any indications as to the details that may have been submitted with the application, and shall where necessary include a schedule of materials and drawings demonstrating the layout of the means of enclosure. The store

hereby approved shall not be bought into use until the fencing and other means of enclosure have been erected in accordance with the approved details.

Reason: The fencing and other means of enclosure are essential elements in the detailed design of this development and the application is not accompanied by sufficient details to enable the Local Planning Authority to give proper consideration to these matters in accordance with Policy OVS2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

33. Notwithstanding the provisions of class A1 of the Town and Country Planning Act 1990, Uses Classes (amendment) Order 2005 the use of the store shall be limited to the sale of bulky goods, DIY products, furniture and homewares and those goods referred to in the Retail Impact Assessment and for any ancillary uses which are offered in support of the main retail function.

Reason: An impact assessment has been submitted with this application to demonstrate that the proposal will not impact on the vitality and viability of nearby centres in accordance with Policy SHOP.3 and the guidance contained within PPS4. Other retail uses of this scale may have a harmful impact and as such not be appropriate.

34. The store hereby approved shall not be bought into use until the vehicular, pedestrian and cycle routes and associated engineering operations have been constructed in accordance with the approved drawings.

Reason: In the interest of highway safety and to accord with Policy OVS.2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 and in the interest of highway safety.

35. No later than 6 months after the commencement of development details of a signage and line marking strategy on the approaches to and within the multi storey car park have been submitted to and approved in writing by the Local Planning Authority. The store and car park shall not be bought into use until the approved scheme is implemented in full.

Reason: In the interest of road safety and to ensure adequate car park management to reduce the potential for traffic queuing within the public highway in accordance with Policy OVS.2, OVS.3 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

36. No later than 6 months after the commencement of development a management plan detailing a signage and line marking strategy for the bus and taxi area has been submitted to and approved in writing by the Local Planning Authority. The store shall not be bought into use until the approved scheme is implemented in full.

Reason: In the interest of road safety and to ensure that access is available at all times for buses and taxis to reduce the potential for traffic queuing within the public highway in accordance with Policy OVS.2, OVS.3 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

37. No later than 6 months after the commencement of development details to show the location of Real Time Passenger Information System to the front of the store has been submitted to and approved in writing by the Local Planning Authority. The store shall not

be bought into use until the Real Time Passenger Information System has been installed in accordance with the approved details and shall thereafter be retained.

Reason: In the interest of encouraging sustainable travel by public transport in accordance with Policy OVS.3 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

38. The store shall not be bought into use until the car parking, pick up areas and the circulatory within the customer multi storey car park, the staff car parking and pick up area and the servicing area have been provided in accordance with the approved plans. All areas shall thereafter be kept available for all parking at all times.

Reason: To ensure the development is provided for adequate parking facilities in order to reduce the likelihood of roadside parking which would be a danger to other road users in accordance with Policies OVS.2 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

39. The store shall not be bought into use until the bicycle and motorcycle parking have been provided in accordance with the approved drawings. Thereafter this area shall be kept available for the parking of cycles at all times.

Reason: To ensure the development reduces reliance on private motor vehicles and assists with the parking, storage and security of cycles in accordance with Policy OVS.2 and OVS.3 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

40. No development shall commence on site until details of wheel washing facilities to be provided and maintained concurrently with the development of the site have been submitted to and approved in writing by the Local Planning Authority. Such facilities shall at the commencement of development be provided and thereafter retained in accordance with the approved details until the development has been completed and shall during that time be used for the cleaning of vehicles when leaving the site.

Reason: In accordance with Policy OVS 2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007 to ensure the development is provided with adequate wheel washing facilities during the construction period, in order to minimise the incidence of mud on the adjacent public highway which could cause danger to other road users or inconvenience to local residents.

41. No development shall commence until a Construction Management Plan has been submitted to and approved in writing by the Local Planning Authority. The plan should detail items such as phasing of construction, lorry routing and potential numbers, travel and parking arrangements for construction workers and maintaining access to existing premises. The plan shall be implemented in full and retained until the development has been constructed. Any deviation from this Statement shall be first agreed in writing with the Local Planning Authority.

Reason: To ensure potential disruption is minimised as much as possible during construction in accordance with Policy OVS 2 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

42. No later than 6 months after the commencement of development details of the design and location of the bus shelters to the front of the store shall be submitted to and approved in writing by the Local Planning Authority. The store shall not be brought into use until the bus stops and shelters have been provided in accordance with the approved plans.

Reason: In the interest of encouraging sustainable travel by public transport in accordance with Policy OVS.3 and TRANS.1 of the West Berkshire District Local Plan 1991-2006, Saved Policies 2007.

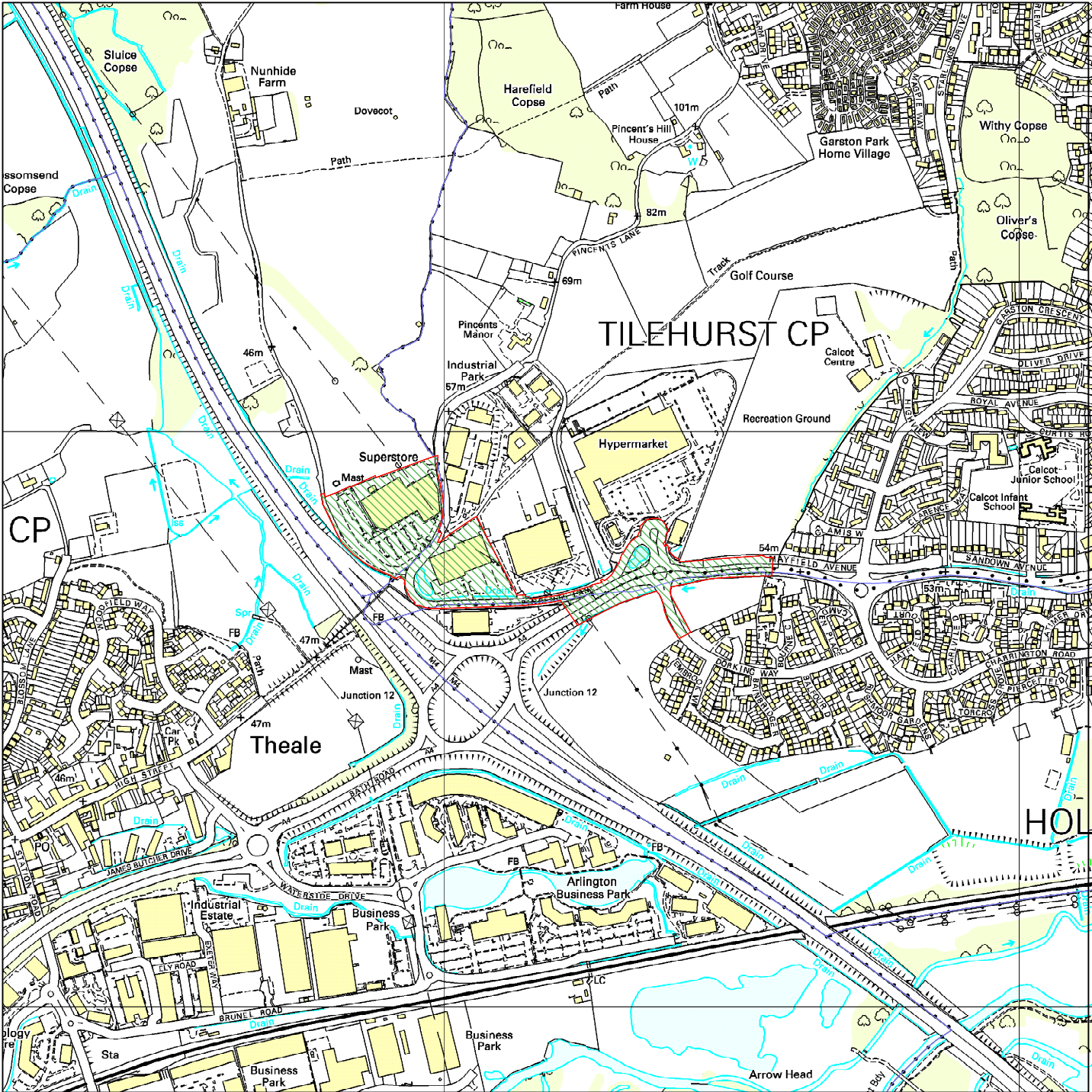
Informatives:

1. The attention of the applicant is drawn to the requirements of Section 60 of the Control of Pollution Act 1974 in respect of the minimisation of noise on construction and demolition sites. Application, under Section 61 of the Act, for prior consent to the works, can be made to the Environmental Health and Licensing Manager.

2. Thames Water recommend the following informative be attached to this planning permission. Thames Water will aim to provide customers with a minimum pressure of 10m head (approx 1 bar) and a flow rate of 9 litres/minute at the point where it leaves Thames Waters pipes. The developer should take account of this minimum pressure in the design of the proposed development.



Land at The Berkshire Retail Park, Pincents Lane, Tilehurst

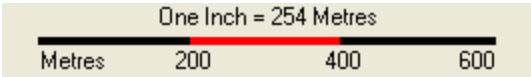


Map Centre Coordinates : 465178.98 , 171798.76

Scale : 1:10000

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Organisation	West Berkshire Council
Department	Environment
Comments	
Date	26 March 2012
SLA Number	100015913

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## Appendix A – Report by Highways

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<b>To:</b>	Emma Fuller Principal Planning Officer	<b>Our Ref:</b>	11/00218/COMIND
<b>From:</b>	Paul Goddard Highways Development Control Team Leader	<b>Your Ref:</b>	11/00218/COMIND
<b>Extn:</b>	2207	<b>Date:</b>	March 14 <sup>th</sup> 2012

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**Land at Berkshire Retail Park, Pincents Lane, Tilehurst**  
**Application no: 11/00218/COMIND**  
**39,612 sqm of A1 retail store.**

### Access

1. The proposed multi storey car park will be accessed in two locations with the southern access being opposite Dunelm Mill, and a northern car park access located opposite the store. Both accesses will include a turn right lane with the northern car park access also being signal controlled.
2. A loop arrangement is proposed fronting the store for taxis and buses. Two bus stops are proposed in this area to enable the extension of bus services and to possibly provide additional layover facilities for buses as an alternative layover facility to the Calcot bus interchange fronting Sainsbury.
3. Access to a staff car park of 36 car parking spaces and a rear service area is proposed in the same location onto Pincents Lane as the current access serving the service area for Homebase and Carpet Right.
4. A pedestrian and cycle route is proposed up to the front of the store from the existing footway cycle routes to the south. To link the car park to the store, an enclosed pedestrian footbridge is proposed from the top level of the multi storey car park. A controlled pedestrian crossing is also provided connecting the car park to the store at ground level.

### Parking provision

5. The proposed car park consists of 1179 parking spaces. Of the total 1179 parking spaces, 52 are disabled and 54 are family spaces. A further 44 loading bays will also be provided across the four levels to facilitate the collection of larger goods.
6. Traffic and car parking surveys were taken during September 2010 at the Ikea store in Bristol that were then factored up to project car parking levels for this proposal. The maximum expected level of car parking for this store is 1,020 between 13.00 and 14.00 hours, giving an expected surplus of some 159 car parking spaces during busiest Ikea trading.

7. Consideration has been given regarding the potential for traffic to queue from the car park onto Pincents Lane or even beyond. Advice was therefore sought from consultants WSP in London who suggested a number of amendments that have been included within the car park design.
8. On the ground floor two double lane accesses are proposed into the car park that will also include a turn right lane provided within a widened section of Pincents Lane. The double lanes will enable visitors a choice between parking on the ground floor or the floors above. The southern access will be the busiest as this access is the first access that will be seen by visitors. A signage strategy will be in place around the car park that will include signage that can be activated when required to direct visitors to the less obvious northern access should traffic begin to queue from the southern access. Access is gained up to the floors above by a helical ramp on the south western corner. Vehicles leave via the ground floor from the floors above via another helical ramp on the south eastern corner. Once on the ground floor vehicles are given a choice of exits to leave the car park.
9. The car park will have four floors with levels two, three and four being similar in layout with pick up areas located on the store side of the car park near the lifts and footbridge

#### **Traffic Generation – existing uses**

10. The site of the proposed store building is currently occupied by Homebase, Carpet Right and Reading bowling. Traffic surveys were taken of traffic flows to and from these uses.
11. The site of the proposed multi storey car park is currently occupied by two vacant non food retail units. The units could have been brought back into use at any time and therefore must be considered. To project the potential existing traffic flows from these units, reference was made to the Trip Rate Information Computer System (TRICS) which is national database of traffic surveys of many different land uses including non food retail.

#### **Traffic Generation – proposed Ikea store**

12. To project traffic flows for the proposed store, traffic surveys were undertaken during September 2010 during a weekday and at the weekend from Ikea in Bristol. The Ikea annual sales trend is generally different to most retailers with September generally being the busiest time of year. The survey figures from Bristol were then factored upwards to account for the proposal being a larger store with a wider customer draw. Traffic generation for the existing and proposed uses within the site are summarised within the following tables.

## Comparing existing to proposed traffic flows

Projected Peak hour traffic flows						
	Weekday 17.00 to 18.00 PM Peak			Weekend day 13.00 to 14.00 Peak		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Existing uses	102	131	233	342	328	670
Ikea Busiest	357	314	671	621	611	1,232

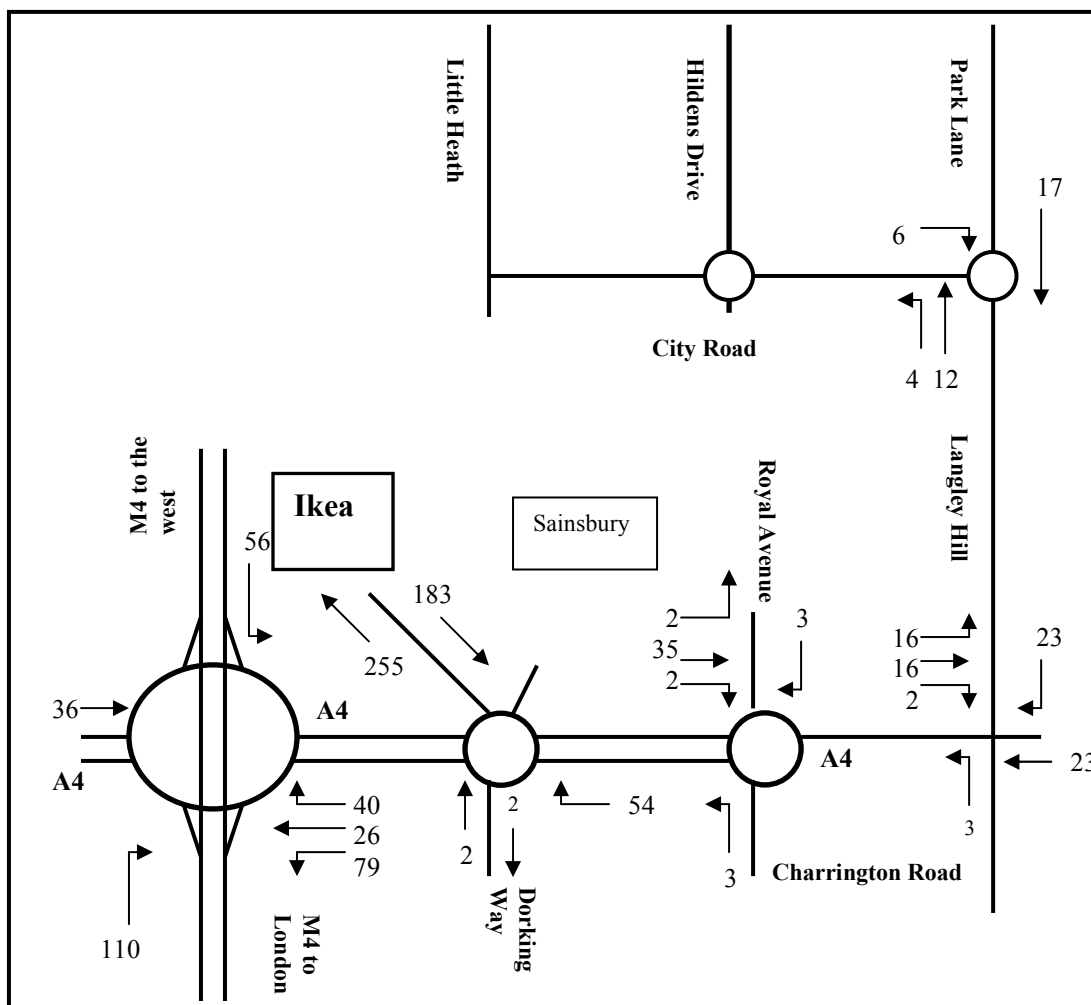
Projected daily traffic flows						
	Weekday			Weekend day		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Existing uses	1,698	1,698	3,396	2,300	2,300	4,600
Ikea Busiest	4,353	4,364	8,716	5,622	5,578	11,200

## Traffic distribution

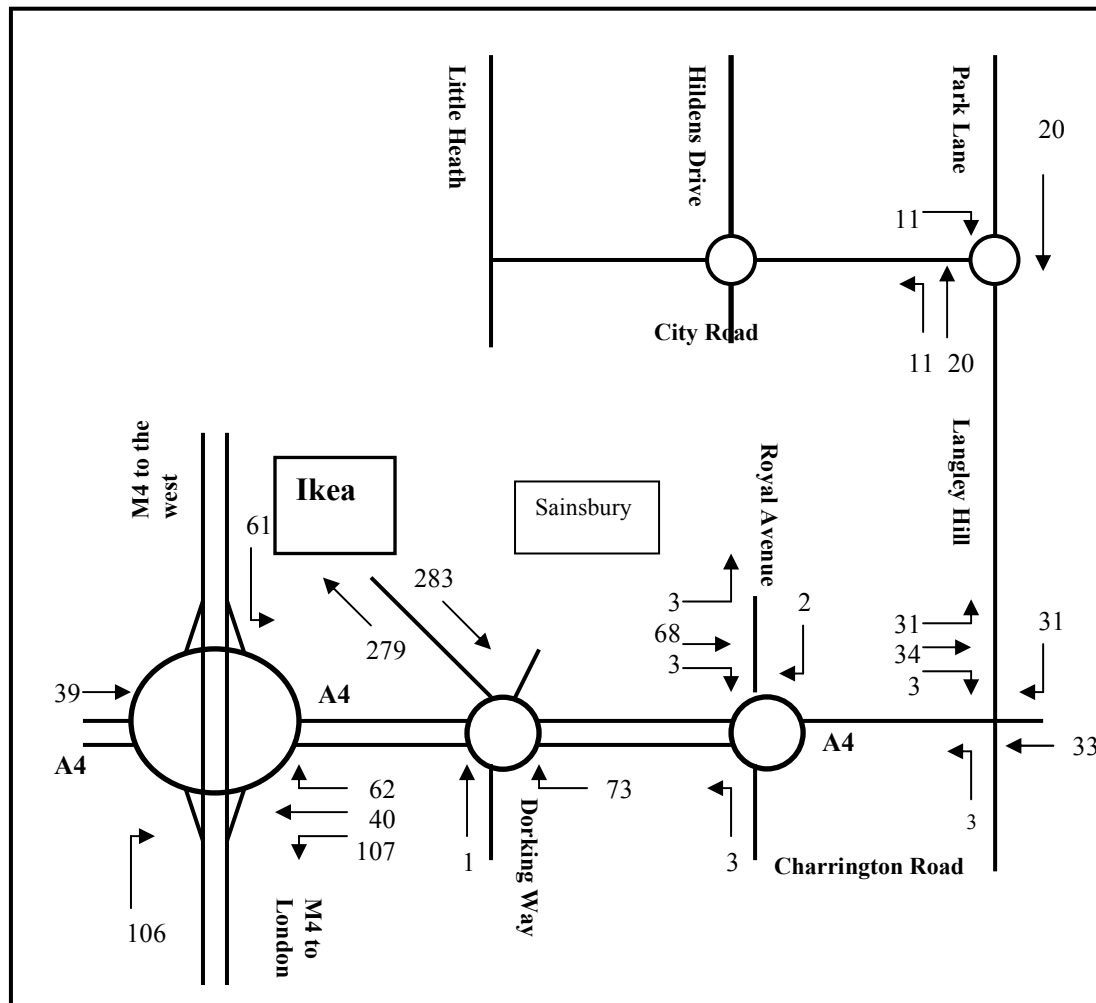
14. The distribution of additional traffic for the proposal has been calculated with regards to distribution of population and the expected catchment area of the proposed store. The distribution is expected to be as follows:

Proposed traffic distribution for Ikea		
Direction	Weekday (%)	Weekend day (%)
M4 (to and from west)	21.6	21.6
M4 (to and from east)	43.3	38.0
A4 (to and from west)	13.6	13.6
A4 (to and from east)	21.6	26.8

15. The distribution and actual increase in traffic can now be shown in the following diagrams after accounting for traffic that will already be visiting the area to e.g. Sainsbury and traffic already passing within the vicinity:



*Traffic flow diagram for projected additional traffic flows during a weekday the PM peak accounting for linked and pass by trips*



*Traffic flow diagram for projected additional traffic flows during the weekend day peak accounting for linked and pass by trips*

## Assessing traffic impact

16. The areas of the travel network that will have the greatest impact will be Pincents Lane, the A4 / Pincents Lane / Dorling Way junctions, the M4 Junction 12 and the section of the A4 linking these two junctions.
17. To assess the impact of the proposal, traffic models have been produced by Ikeas highway and traffic consultants Savell Bird and Axon (SBA) using the VISSIM software package. The models focus on the A4 corridor and encompass the following junctions:
  - a. A4 / High Street / Waterside Drive
  - b. M4 Junction 12;
  - c. A4 / Pincents Lane / Dorling Way;
  - d. A4 / Royal Avenue / Charrington Road; and
  - e. A4 / Charrington Road / Old Bath Road (Langley Hill) junction.
18. Both the Highways Agency (HA) and West Berkshire District Council have used external consultants Parsons Brinckerhoff (PB) based in Exeter to check all of the submitted traffic models.

19. Four sets of traffic models have been provided as follows:

- a. 2010 base for existing traffic flows
- b. 2020 base with future traffic growth, plus committed development.
- c. As b. plus IKEA without highway improvements
- d. As c. plus proposed highway improvements

20. The 17.00 to 18.00 weekday period and 13.00 to 14.00 weekday period have been modelled by all four sets of models.

21. It must be noted that Ikea will not have any additional traffic between 08.00 and 09.00 during a weekday as the store does not open until 10.00. Also staff changeover is staggered over a 24 hour period

22. To assess the impact, detailed traffic surveys were undertaken during March 2010 covering traffic numbers, extent of traffic queuing and journey time surveys along the A4 near the site. Comparisons were also made with similar surveys undertaken during October 2008 for the Pincents Hill planning application. The comparisons were found to be comparable.

23. The VISSIM traffic model has been constructed in compliance with standards set within the UK government *Design Manual for Roads & Bridges* and Highways Agency *Validation of Micro-Simulation Models Guidance* to ensure a robust comparison to all the survey data taken on site during March 2010. As is usual process, the 2010 base model was submitted with a Validation Report to prove that it was a robust comparison to existing traffic conditions. The Validation Report and the 2010 base traffic model have been worked on by SBA since February 2011. During the process, the work was checked by PB who advised acceptance of the model to the HA and WBDC during December 2011.

24. With an acceptable 2010 base model representing existing traffic flow conditions, future year 2020 traffic models were then produced by SBA and checked by PB. All modelling work was finally completed during February 2012 with PB recommending acceptance.

25. The future year modelling work for the forecast year 2020 revealed the traffic impact of the proposal to establish areas where highway works were required to accommodate additional traffic from the proposal.

### **Traffic impact results and mitigation.**

26. The following sections detail the traffic impact of the proposal revealing that the results of the VISSIM model with a description of the highway improvements:

#### **Pincents Lane**

27. The proposal will generate a significant impact with traffic almost doubling on the road from Sainsbury to the southern car park access. A 50% increase is expected on Pincents Lane up to the northern access. There will be no increase in traffic on



Pincents Lane north of the service vehicle access. To mitigate the traffic impact, the following will be provided by Ikea as highway works under Section 278 of the Highways Act 1980:

- a. The clear provision of two lanes alongside the Calcot bus interchange
- b. The widening of Pincents Lane from Sainsbury to the proposed store including the provision of right turn lanes for both accesses into the proposed car park
- c. Removal of humps along Pincents Lane
- d. Provision of a Traffic Regulation Order for waiting restrictions along Pincents Lane from Sainsbury to the northern boundary of the Ikea store building

## **M4 Junction 12**

28. This junction is under joint control of the Highways Agency and WBDC with the HA responsible for the slip roads leading to and from the M4 mainline, with WBDC being responsible for much of the circulatory. The traffic increases are set to be around 10% around much of this junction from the proposal. The traffic modelling results showing the impact are as follows:

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	47	46	38	11
Northbound within circulatory	2	12	12	8
M4 Southbound slip	3	70	<b>98</b>	7
Eastbound within circulatory	0	22	19	15
A4 Westbound	2	10	10	10
Southbound within circulatory	0	4	5	11
M4 northbound slip	4	98	<b>142</b>	12
Westbound within circulatory	2	9	9	13

Traffic queues in passenger cars Weekday 17.00 to 18.00 (average)

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	2	13	<b>50</b>	10
Northbound within circulatory	1	5	9	7
M4 Southbound slip	1	5	27	5
Eastbound within circulatory	0	10	<b>20</b>	12
A4 Westbound	3	11	11	9
Southbound within circulatory	0	4	5	9
M4 northbound slip	3	9	<b>26</b>	8
Westbound within circulatory	0	3	4	11

Traffic queues in passenger cars Weekend day 13.00 to 14.00 (average)

29. Traffic queues and congestion will increase significantly in some locations shown in bold at this junction as a result of the proposal. To mitigate the impact, the following is proposed:

- a. Widening from three lanes to four lanes within the A4 eastbound approach from Theale
  - b. Widening from three lanes to four lanes within the circulatory fronting the A4 eastbound approach from Theale
  - c. Widening from three lanes to four lanes within the southbound slip road from the M4 mainline
  - d. Widening within the circulatory south of the southbound slip road from the M4 mainline
30. The HA are likely to require the provision of queues detector loops on the A4 between the M4 Junction 12 and the A4 / Pincents Lane / Dorking Way
31. The Highways Agency along with WBDC Highway Officers are content that the mitigation will be effective in accommodating the additional traffic from the proposal.
32. The improvements to the M4 Junction 12 shall be provided by the developer under Section 278 of the Highways Act 1980 with West Berkshire District Council and a Section 6 Agreement with the Secretary of State for Transport.

#### A4 / Pincents Lane / Dorking Way

33. Traffic increases from the proposal are projected to be between 10% and 30% as a result of the proposal. The traffic modelling results showing the impact is as follows:

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	5	60	50	27
Pincents Lane right turn onto A4	15	19	17	16
Pincents Lane left turn onto A4				7
A4 Westbound	0	16	<b>24</b>	13
A4 right turn into Pincents Lane				13
Dorking Way	0	4	3	2
Pincents Lane	0	4	<b>11</b>	3
Sainsbury exit	6	6	10	3
Petrol Filling Station	5	6	4	1

Traffic queues in passenger cars Weekday 17.00 to 18.00 (average)

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	1	31	<b>54</b>	21
Pincent's Lane right turn onto A4	1	10	11	34
Pincent's Lane left turn onto A4				17
A4 Westbound	2	32	<b>60</b>	16
A4 right turn into Pincent's Lane				16
Dorking Way	0	3	4	1
Pincent's Lane	0	9	<b>73</b>	19
Sainsbury exit	0	2	6	16
Petrol Filling Station	0	0	0	5

Traffic queues in passenger cars Weekend day 13.00 to 14.00 (average)

34. Traffic queues and congestion will increase significantly in many locations shown in bold at this junction as a result of the proposal. To mitigate the impact, it is proposed to completely replace the existing roundabout and replace it with an extensive traffic signal junction that includes the following:

- a. Provision of 170 metre long left turn lane almost from the M4 into Pincent's Lane
- b. Widening to provide two lanes alongside Calcot bus interchange
- c. Provision of two turn right lanes from the A4 into Pincent's Lane
- d. Retention of all pedestrian crossing facilities.

35. To increase capacity at the junction, turn right or ahead movements from Dorking Way will be restricted by a Traffic Regulation Order.

36. Highway Officers and PB are content that an appropriate scheme included within the VISSIM Model is proposed to accommodate the additional traffic from the proposal. The scheme will be provided by Ikea as highway works under Section 278 of the Highways Act 1980.

37. Highway Officers have also been liaising with Sainsbury and their highway consultants Connect regarding their concerns that traffic may queue to leave Sainsbury especially during weekends. As a potential way of easing these concerns, Highway Officers have requested further model runs to rebalance the proposed signal junction to give more priority to Pincent's Lane. The mitigation is sufficient on the A4 that any rebalancing will not be to the detriment of the A4 or M4. Further modelling results will be reported at the committee meeting.

#### MOVA at M4 Junction 12 and the A4 / Pincent's Lane / Dorking Way Junction.

38. It is proposed to provide Microprocessor Optimised Vehicle Activation (MOVA) at these junctions. Instead of a traffic signal junction operating by a fixed programme, MOVA enables the junction within limits to self adjust to conditions by detecting the extent of traffic queues from a network of detectors placed on or near the carriageway. The system will also allow both junctions to be linked to enable further efficiency. The MOVA system will be installed by Ikea as highway works under Section 278 of the Highways Act 1980.

39. A financial contribution of £10,000 will be provided for future maintenance of MOVA under Section 106 of the Town & Country Planning Act 1990

#### A4 / Waterside Drive / High Street.

40. Traffic increases at this junction are low being around 1%. The VISSIM traffic model provides the following traffic queue results in passenger car units:

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
High Street	22	19	22	9
A4 Eastbound	30	35	<b>58</b>	3
Waterside Drive	45	53	53	45
A4 Westbound	0	2	2	2

Traffic queues in passenger cars Weekday 17.00 to 18.00 (average)

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
High Street	1	4	12	3
A4 Eastbound	2	9	<b>75</b>	2
Waterside Drive	1	1	1	0
A4 Westbound	0	2	1	1

Traffic queues in passenger cars Weekend day 13.00 to 14.00 (average)

41. With the proposal having an impact on the M4 Junction 12, traffic queuing from the M4 junction 12 will affect this junction. The proposed improvements described earlier to the M4 Junction 12 also mitigation impact at this junction. Highway Officers and PB are therefore content that no further improvements are required at this junction.

#### A4 / Charrington Road / Royal Avenue

42. Traffic increases from the proposal are projected to be low ranging from 2% to 5% as a result of the proposal. The traffic modelling results showing the impact is as follows:

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	3	60	<b>48</b>	10
Royal Avenue	0	4	3	3
A4 Westbound	0	2	1	2
Charrington Road	0	4	4	5

Traffic queues in passenger cars Weekday 17.00 to 18.00 (average)

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	0	3	3	5
Royal Avenue	0	3	2	3
A4 Westbound	0	2	<b>109</b>	1
Charrington Road	1	5	4	10

Traffic queues in passenger cars Weekend day 13.00 to 14.00 (average)

43. During the weekday PM, travel queues build due to the eastbound merge from two lanes to one to the east of this junction. It is therefore proposed to extend the two lanes eastwards for a distance of 120 metres to reduce this queue with some widening of the A4 on the southern side.

44. As a result of the proposal, traffic queues will increase from the A4 / Pincents Lane / Dorking Way junction and will also affect this junction. However the improvements described earlier for the A4 / Pincents Lane / Dorking Way junction will also provide mitigation here by reducing queuing at this junction.

45. Highway Officers and PB are content that an appropriate scheme is proposed to accommodate the additional traffic from the proposal. The scheme will be provided by Ikea as highway works under Section 278 of the Highways Act 1980.

#### A4 / Charrington Road / Old Bath Road (Langley Hill)

46. Traffic increases from the proposal are projected to be low ranging from 2% to 5% as a result of the proposal. The traffic modelling results showing the impact is as follows

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	27	117	77	54
Old Bath Road (Langley Hill)	8	29	17	12
A4 Westbound	5	27	20	12
Charrington Road	10	16	12	8

Traffic queues in passenger cars Weekday 17.00 to 18.00 (average)

Link	2010 base	2020 base	2020 with Ikea	2020 with Ikea plus mitigation
A4 Eastbound	6	57	40	17
Old Bath Road (Langley Hill)	10	44	<b>97</b>	13
A4 Westbound	5	29	<b>101</b>	17
Charrington Road	2	6	6	5

Traffic queues in passenger cars Weekend day 13.00 to 14.00 (average)

47. Improvements have recently been completed at this junction by WBDC, which will be able to accommodate traffic projected during a weekday. However as a result of the proposal, traffic queues extend on Langley Hill and A4 westbound. It is

therefore proposed to increase capacity at this junction by widening the A4 eastbound approach by widening the A4 on the southern side.

48. Highway Officers and PB are content that an appropriate scheme is proposed to accommodate the additional traffic from the proposal. The scheme will be provided by Ikea as highway works under Section 278 of the Highways Act 1980.

## **Mitigation for more sustainable modes of travel**

### Travel Plan

49. There are 36 car parking spaces for what will be at most around 130 staff on site at busiest times. Staff will work in shifts, with shift changes being staggered and varying amongst the staff. For this level of car parking to be provided for the staff, it is accepted that an effective TP is essential.
50. The Travel Plan (TP) has been included which contains a series of measures and improvements that will be enforced to encourage sustainable travel amongst employees. The applicant also wishes to encourage sustainable travel amongst customers whilst being realistic about the type of trips customers make to such stores given the nature of their core business. A Travel Plan Coordinator (TPC) will be appointed to manage and implement the TP on a part-time basis. The TPC will also undertake annual monitoring surveys, and liaise with the Council on all aspects of the plan.
51. Encouraging walking, cycling, public transport, and car sharing will be key elements of the TP. These will be achieved through a combination of off-site and on-site improvements, plus a range of incentives such as discounted bus season tickets, bicycle purchase scheme, and an in-house car sharing scheme. These measures are welcomed and are viewed as critical to the success of the TP.
52. Effective promotion and marketing will be critical in ensuring that the successful delivery of the TP and reducing single occupancy vehicle trips to the site. Sustainable travel information packs will be provided to all staff to make them fully aware of the transport options available to them. Further information in the form of a sustainable transport map highlighting to both staff and customers the transport options available to them to get to access the store will be available on the applicant's internet site. This will be similar to information that is currently provided for similar stores at Southampton and Brent, North London. The commitment to effectively market the TP and sustainable travel to the store is welcomed.
53. The TP identifies that some 20,000 people live within 2km of site, and some 58,000 people live within 5km of the site. This, the applicant considers will provide a good local employment base from which potential staff could realistically choose to walk or cycle to work. In addition, the TP identifies that employees living close to bus routes along the A4 Bath Road corridor could also potentially access the store by bus. This large local pool of potential employees could, providing the

necessary improvements are provided and the TP is marketed effectively, minimise the numbers of staff single occupancy vehicle trips to the site.

54. An initial travel survey will be undertaken no later than 3 months following the opening of the store, with the results being used to inform the final TP targets (following agreement from WBC). Further surveys will be undertaken at years 1,2,3, & 5 to monitor the success of the TP and progress towards targets. Meetings will be held between the TPC and the Council to discuss progress and effectiveness of the TP, and to determine any adjustments required to ensure the TP is successfully delivered.
55. The TP will include targets to reduce staff single occupancy vehicle (SOV) travel. This will be supported by further targets to maintain or increase the mode share of travel by sustainable modes. There is also a target to reduce SOV customer trips to the site, however, it is questioned whether this is a suitable target given the probable relatively low numbers of such trips, and we would invite the applicant to provide further information on likely impact.
56. At the time of writing, further work is still required on the TP. Highways Officers have obtained Travel Plans from other Ikea stores including Southampton that may be imitated.
57. During the less busier weekday periods, there is potential for some staff car parking to take place within the customer car park. There is also some potential for staff to park in the service area at the busier weekends when service deliveries generally do not take place.
58. A further update will be provided regarding the TP during the committee meeting. The Travel Plan is secured by condition with some aspect included within the Section 106 Agreement

## **Bus services**

59. Service 26 currently runs from Reading town centre via the A4, Southcote, Fords Farm and Beansheaf to the Calcot bus interchange. The service runs every 15 minutes from 05.00 hours to 02.00 hours Monday to Saturday and 08.00 to midnight during Sunday. It is proposed to extend bus service 26 to the Ikea store at a cost of £496,000. This will ensure the service is retained for five years, upon which it is hoped that viability of the service will ensure its retention thereafter. The financial contribution will be provided within a Section 106 Agreement.
60. It is proposed to widen the layby at the Calcot bus interchange to avoid buses projecting or parking within the circulatory lanes. These works will be provided by Ikea under Section 278 of the Highways Act 1980. It should also be noted that National Express will be withdrawing from this location to the vicinity of the M4 Junction 11 during 2013 to provide additional capacity at this junction.
61. The precise route of bus service 26 has yet to be determined. If it serves Ikea prior to Sainsbury, a new bus stop will need to be provided on Pincents Lane with

a suitable crossing place for pedestrians to enable convenient access across Pincents Lane to Sainsbury etc.

62. Real Time Passenger Information (RTPI) digital information displays will be provided at the second bus stop in addition to the RTPI unit that already exists within the first bus stop. The information updates passengers on the impending arrival of buses and will be provided by a financial contribution of £10,000 via the Section 106 Agreement.

63. RTPI is proposed within the store for customers and staff wishing to use bus service 26 and nearby bus services at the Calcot Interchange. This will be secured by condition

### **Pedestrian & cycle routes**

64. A pedestrian and cycle route will be extended to the front of the store from the south.

65. The HA are already programmed to increase the height of the parapets on the M4 footbridge. It is also proposed to improve the approaches on both sides of the bridge. The scheme will be provided by Ikea as highway works under Section 278 of the Highways Act 1980

### **Conclusion**

66. The development will provide a significant impact of the travel network within the vicinity. Reputable modelling software has been used and has been checked by external consultants. As a result, the Highway Officer is content that an appropriate package of mitigation measures is proposed and therefore recommends approval of the planning application subject to a Section 106 Agreement and Section 278 Agreement and appropriate conditions.



**Appendix B – Table to show the heads of terms for the Section 106 and Section 278 agreement.**

	Amount	Purpose
Open Space	£66,850	Improvements to existing public open space provision in the parishes of Sulham, Tilehurst and Holybrook.
Libraries	£11,456	Library Service contribution towards provision of stock items for Theale library.
Ecology	£15,840	Sought for the supply of water to the local wildlife trusts, BBOWTs nearby nature reserve.
AONB	£25,000	Funding to be distributed through the Sustainable Development Fund to manage existing woodland and hedging effectively so that the screening of the store from the surrounding landscape remains in place.
Public Rights of Way	£1,800 for a barrier and £500 for associated signage.	Assessment of the need for and provision of controls to restrict unauthorised vehicular access to the bridleway.
	£1000	Improvements to signposting/way marking on footpaths/bridleway and connecting routes within the area of the site to enhance public access and enjoyment of the AONB.
Highways & Transport Policy		<p><b>As financial contributions under Section 106 of the Town &amp; Country Planning Act</b></p> <p>£10,000 contribution for future maintenance of MOVA</p> <p><u>Bus Services</u></p> <p>Extension of bus service 26 at a cost of £496,000 to the front of the Ikea store</p> <p><u>Calcot Interchange</u></p> <p>£10,000 contribution towards provision of RTPI at Calcot Interchange</p> <p><u>Provision and maintenance of Travel Plan</u></p>

		<p><b>As highway works under Section 278 of the Highways Act 1980</b></p> <p><u>Pincents Lane</u></p> <ul style="list-style-type: none"> <li>a. The widening of Pincents Lane from Sainsbury to the proposed store including the provision of right turn lanes for both accesses into the proposed car park</li> <li>b. Provision of traffic signal junction at northern car park access with controlled pedestrian crossing facility</li> <li>c. Removal of humps along Pincents Lane</li> <li>d. Provision of a Traffic Regulation Order for waiting restrictions along Pincents Lane from Sainsbury to the northern boundary of the Ikea store building</li> <li>e. Provision of new accesses associated with car park and Ikea store</li> </ul> <p><u>A4 / Pincents Lane / Dorking Way Junction</u></p> <ul style="list-style-type: none"> <li>a. Replace roundabout with traffic signal junction</li> <li>b. Provision of a Traffic Regulation Order to restrict right turn and ahead movement from Dorking Way</li> <li>c. Widening to two lanes alongside Calcot bus interchange</li> <li>d. Provision of left turn lane for 170 metres from A4 into Pincents Lane</li> <li>e. Provision of MOVA</li> </ul> <p><u>A4 / Charrington Road / Royal Avenue Junction</u> Extension of two eastbound lanes for 120 metres with widening on southern side</p> <p><u>A4 / Charrington Road / Old Bath Road Junction</u> Widening of the A4 westbound arm</p> <p><u>Calcot Interchange</u> Widening of existing bus layby Potential provision of bus stop within Pincents Lane near Sainsbury</p> <p><u>Pedestrian, cycle and equestrian routes</u></p> <ul style="list-style-type: none"> <li>a. Improvements to both approaches on M4 footbridge</li> <li>b. Provision of cycleway alongside Pincents Lane from M4 footbridge to store</li> <li>c. Provision of equestrian route fronting store</li> </ul> <p><u>M4 Junction 12</u></p> <ul style="list-style-type: none"> <li>a. Widening on A4 eastbound, M4 southbound slip, eastern and western side of circulatory along with retaining wall structures</li> <li>b. Provision of MOVA</li> <li>c. Provision of detector on eastbound carriageway between M4 Junction 12 and Pincents Lane</li> </ul>
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The National Planning Policy Framework (NPPF) was adopted on Tuesday 27<sup>th</sup> March 2012 superseding Planning Policy Statements and Planning Policy Guidance documents. The NPPF seeks to streamline national planning policy and to promote sustainable economic development. Subsequent to the immediate implementation of this document the national guidance referred to in the committee report is no longer a material planning consideration.

The NPPF clearly states that the planning system is a plan-led system and planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise.

Para 14 sets out the 'presumption in favour of sustainable development' which is at the heart of the NPPF. Development proposals which accord with the development plan are to be approved without delay and therefore this application needs to be considered in terms of both the saved policies of the Local Plan (which in terms of paragraph 215 of the NPPF are to be given 'due regard') and with the emerging Core Strategy which is well progressed in terms of paragraph 216 of the NPPF. Both of these policy documents are therefore material considerations in the determining of planning applications and it is set out in the officer report that The South East Plan is also to be afforded full weight.

The Core Strategy was previously held to have limited weight until adoption. The NPPF has changed this position and states that relevant policies in emerging plans have weight and that the more advanced the preparation, the greater the weight that may be given, particularly where there are limited unresolved objections and where the policies have a high level of consistency to the NPPF. In terms of the West Berkshire Core Strategy, this is currently at Examination so well advanced in the regulatory process. Particularly relevant to this application is paragraph 4.25 of the Core Strategy which is part of the overall vision for the Eastern part of the District and states that "...The area's retail offer will be improved and scope for improving the provision and enhancing the quality of the environment at the Pincents Lane Retail Park will be explored". This is echoed in Area Delivery Plan Policy 4 which states that "The retail park at Pincents Lane will be retained and enhanced as an important retail centre for the residents of Calcot, Tilehurst and Theale." These parts of the Core Strategy have not proved contentious and it is therefore considered that they have weight as a material consideration in the decision making process.

With reference to paragraphs 6.1.13 – 6.1.16 of the committee report, it has been demonstrated that the proposed scheme complied with the guidance set out within the draft NPPF which at the time of writing held limited weight. The scheme has now been considered in light of the new guidance which largely reflects the aims of the draft document. For this reason, this update provides an overview of the newly emerging guidance. The new guidance is much slimmer than the original policy statements and as such the scheme has already been assessed against the more rigorous preceding policy framework. A comprehensive Sequential Test, Impact Assessment, Traffic Statement, Heritage Impact Assessment and Landscape Impact Assessment have been submitted as part of this application.

Under the NPPF the Government have Identified 12 core principles, one of which is to promote sustainable economic growth. Planning is recognised as an important mechanism through which to deliver this. The need to promote economic growth is referred to throughout the paper and in light of the sustainable location and the nature of

the scheme the proposal is fully supported. The proposal will deliver approximately 400 new jobs, a net increase of 350 full and part time positions providing a valuable contribution to the local economy.

The NPPF reaffirms the Government's commitment to the protection of the AONB continuing to afford it the highest level of protection. Protection is also sought for the historic environment and sites of special ecological value. With respect to retail development and town centres, the tests set out within the new framework reflect the principles set out within PPS4, again the scheme has already been assessed against these requirements.

One aspect of the scheme which was not addressed within the draft was that relating to planning obligations. Under the NPPF Circular 05/2005 has been superseded. The framework sets out three tests against which the contributions must comply. They must be necessary to make the development acceptable, directly related to the development and fairly and reasonably related in scale and kind. It is considered that the scheme complies with these tests and reference is made to appendix B of the report which sets out the contributions which have been sought.

Conclusion:

The proposed scheme is in accordance with the guidance set out within the NPPF and in light of this clear support the application is recommended for approval.

Note to members: Please be aware that a further detailed breakdown of the impact of the NPPF and the effect it has on the considerations by Members will be provided prior to the Committee on Wednesday evening.



**Plans and drawings relevant to reports submitted to  
Special Eastern Area Planning Committee  
4 April 2012 at 6.30pm**

**at Theale Green Community School,  
Church Street, Theale, Reading RG7 5DA\***

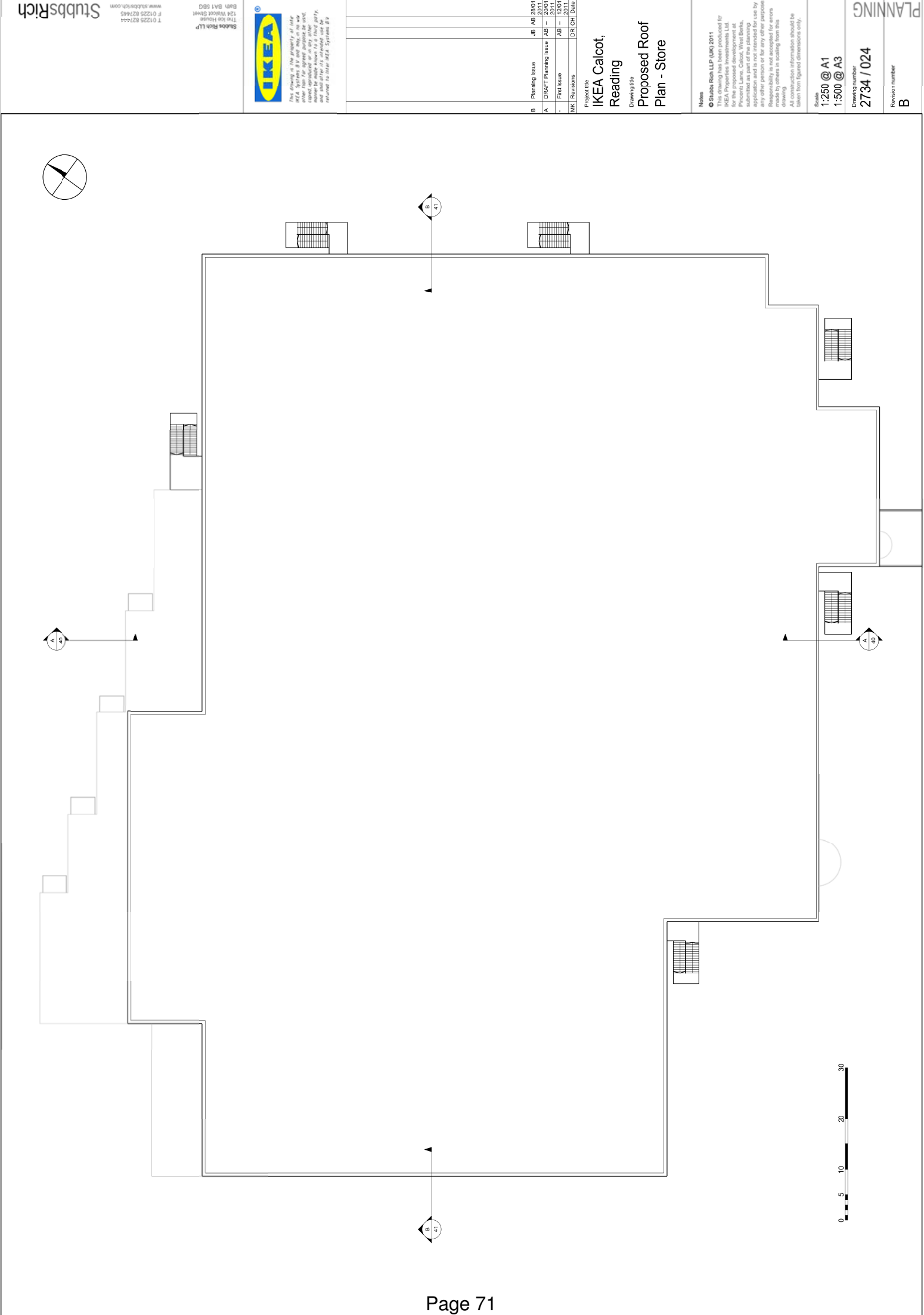
**\*please note venue**

**[to be read in conjunction with the main agenda]**

*Please note:*

- *All drawings are copied at A4 and consequently are not scalable*
- *Most relevant plans have been included – however, in some cases, it may be necessary for the case officer to make a selection*
- *All drawings are available to view at [www.westberks.gov.uk](http://www.westberks.gov.uk)*
- *The application files will be available for half an hour before the meeting*

11/00218/COMIND  
Proposed IKEA Retail Store  
Land at the Berkshire Retail Park  
Pincent Lane  
Tilehurst





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Project title	IKEA Calcot, Reading
Drawing title	Proposed Level 1 Floor Plan - Store
Indicative internal layout included	AB 1304 2011
Planning issue	SP AB 2602 2011
Planning issue	AB NS 2601 2011
DEPART Planning issue	AB - 2011
First issue	AB - 1301
Revisions	CH CH Date
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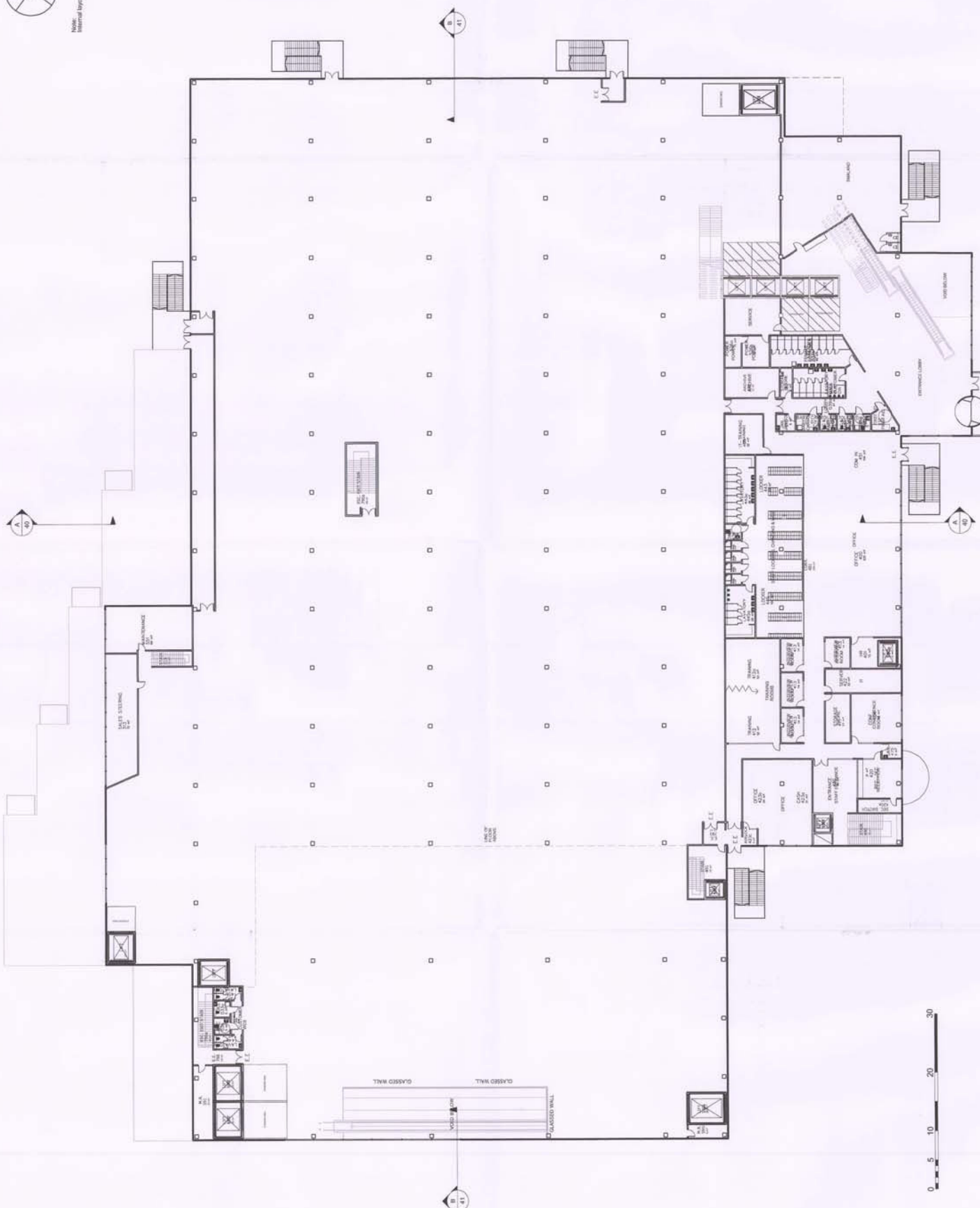
Project title  
IKEA Calcot,  
Reading  
Drawing title  
Proposed Level 1  
Floor Plan - Store

Notes  
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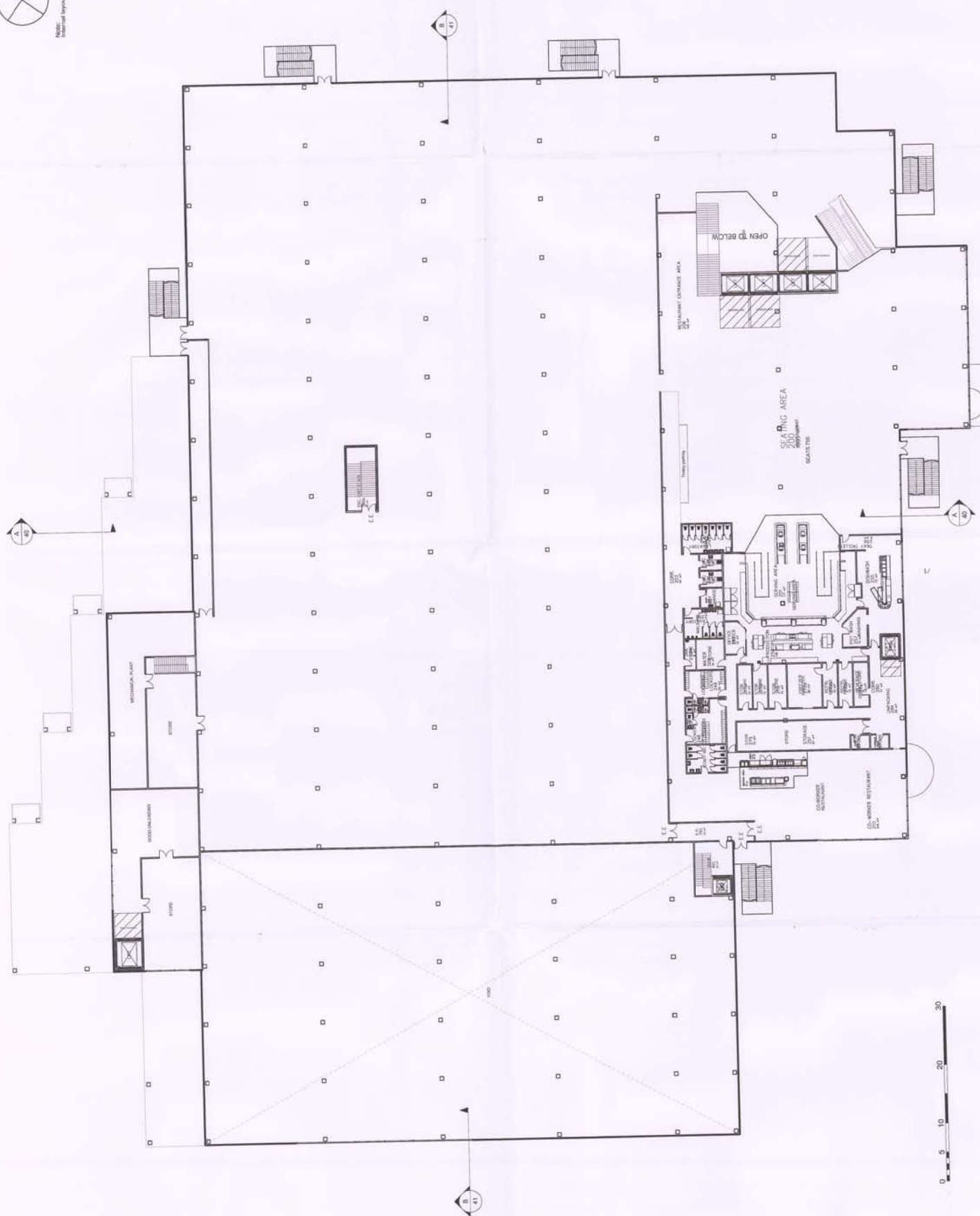
NOTE:  
Internal layout shown is indicative.







Normal layout shown is indicative



4	Planning Issue	SP	AB 07/12
5	Planning Issue	SP	AB 06/12
6	Planning Issue	SP	AB 07/12
7	Planning Issue	EW	AB 10/08
8	Draft Issue	EW	AB 31/05
9	Planning Issue	SP	NS 02/02
10	Planning Issue	AB	NE 28/01
11	DM&T Planning Issue	AB	-
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Project title  
IKEA Calcot,

## Reading

Drawing title

### Proposed Level 3

Floor Plan -

Car Park

## Noters

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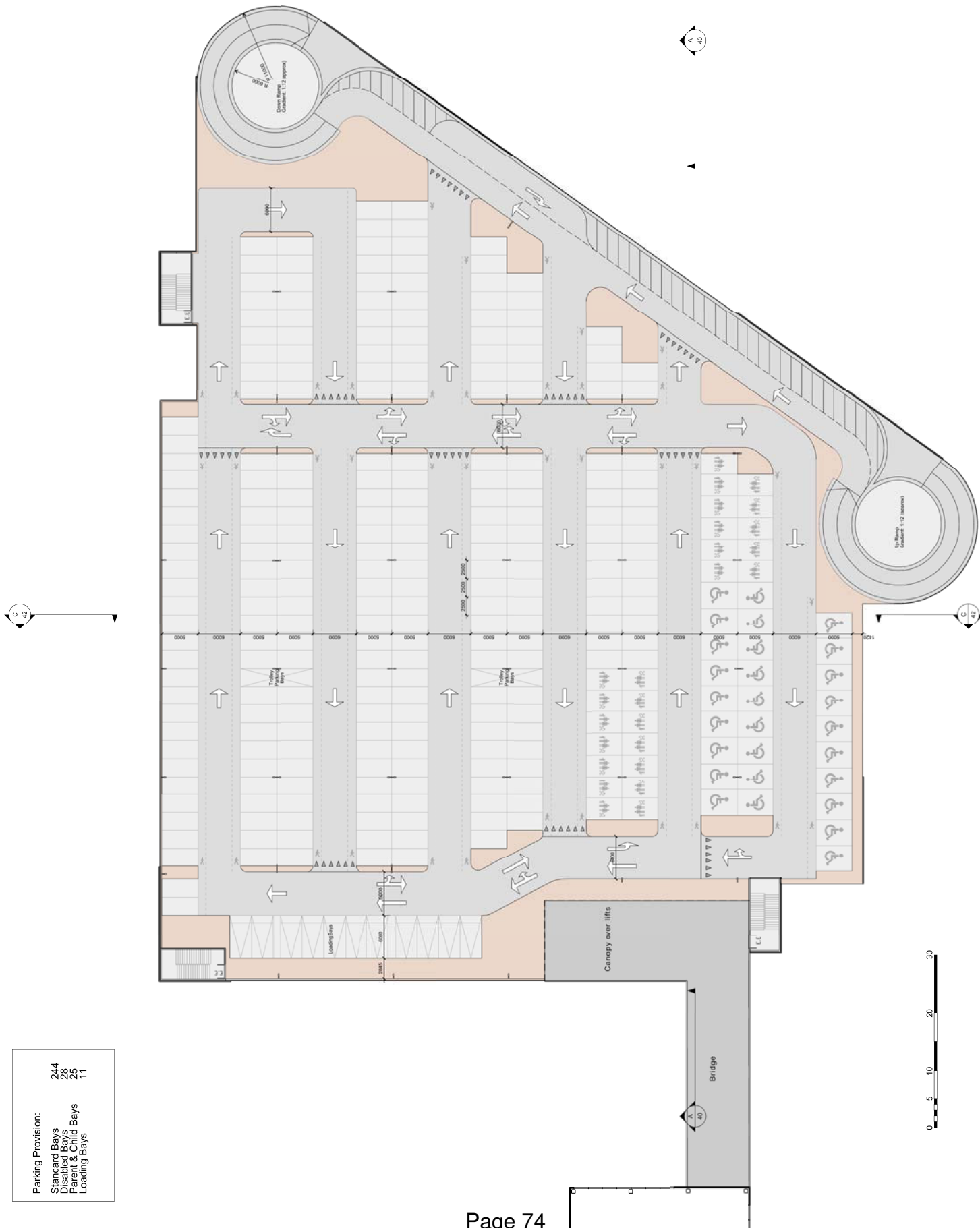
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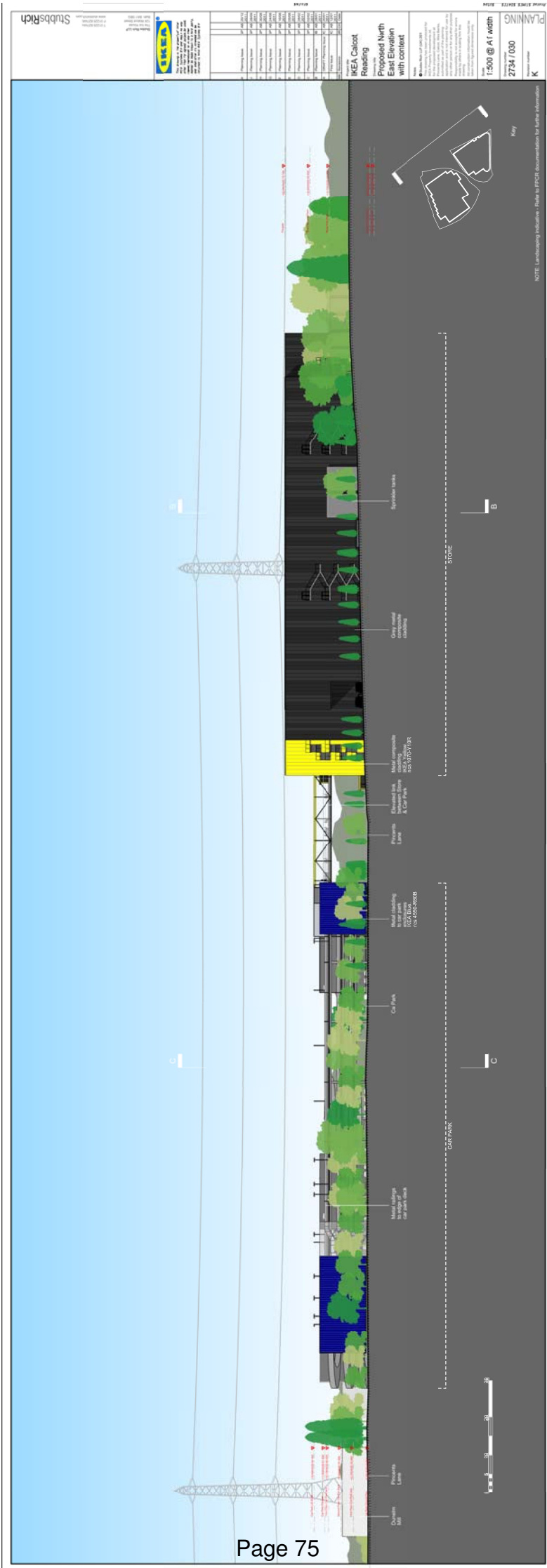
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2734 / 028

Revision number

## PLANNING









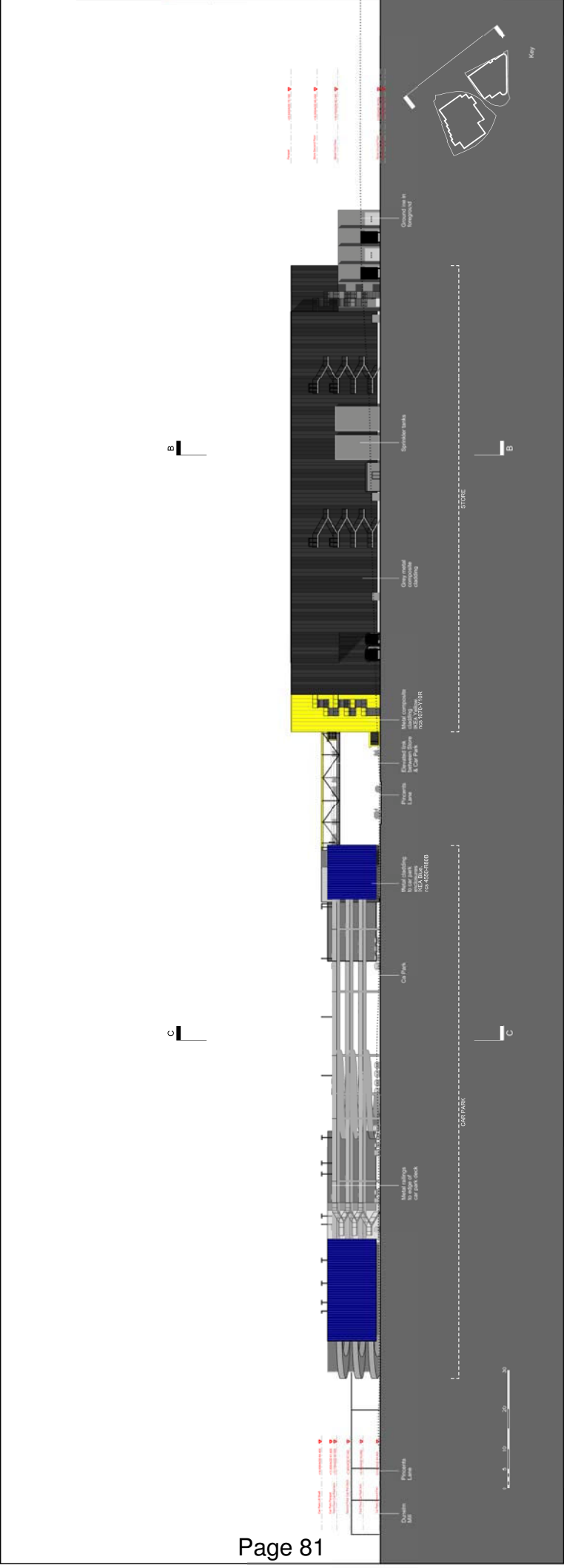












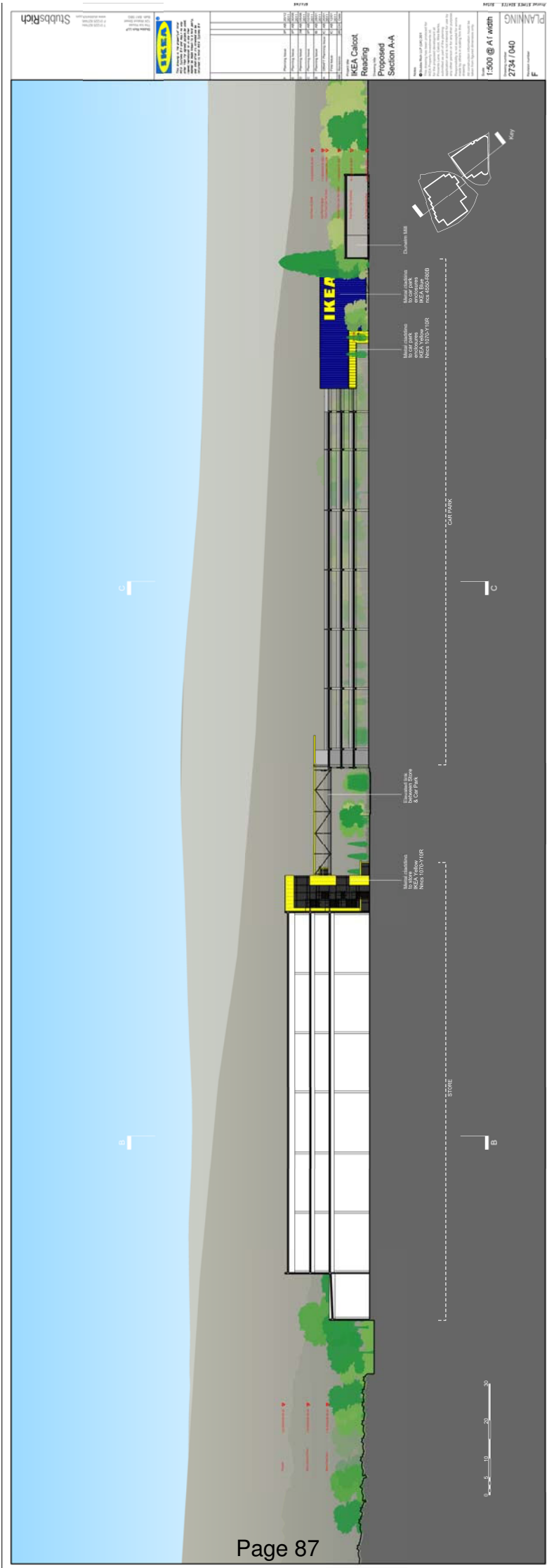


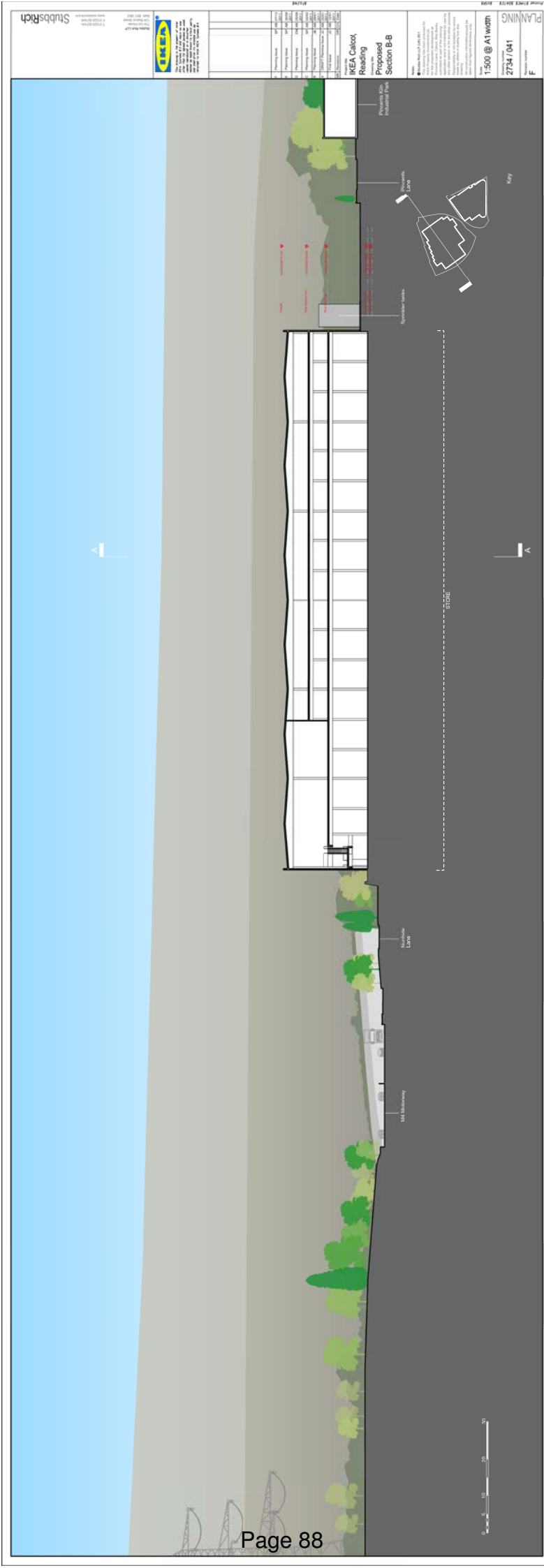




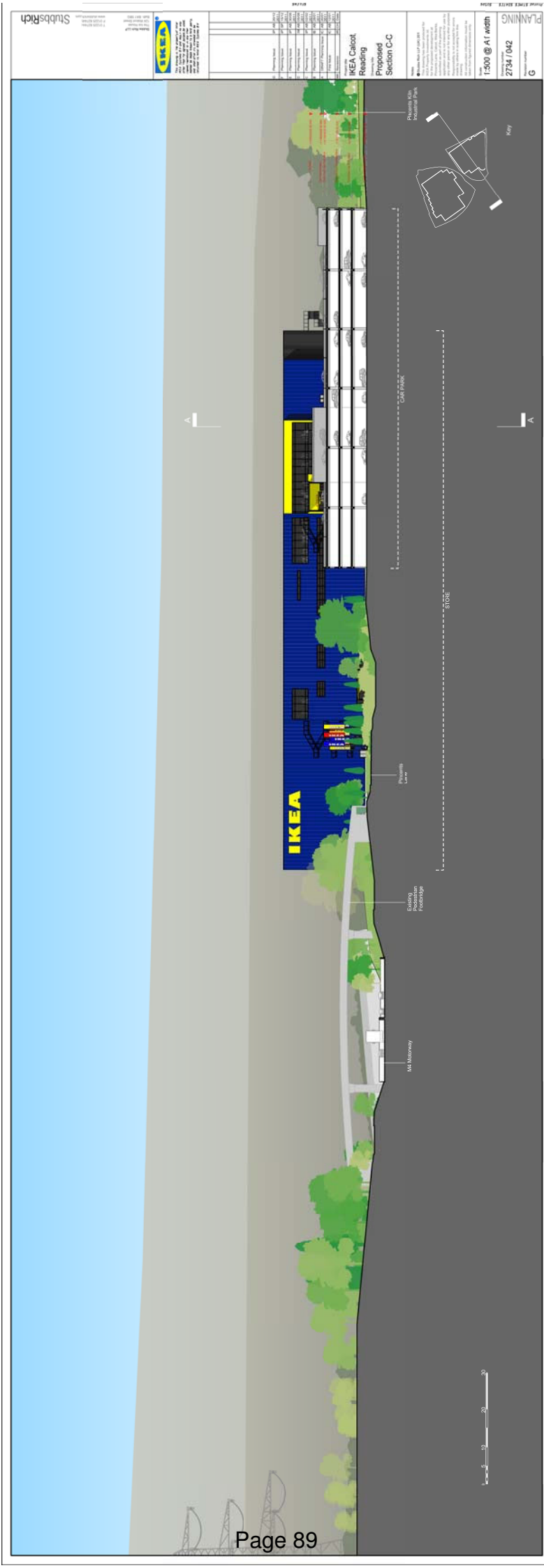












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Project title  
Ikea Calcut,  
Reading  
Drawing title  
Proposed  
Site Plan  
11/00218

Notes

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Drawing number	2734 / 003
Revision number	L







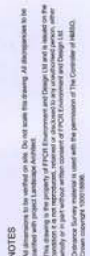


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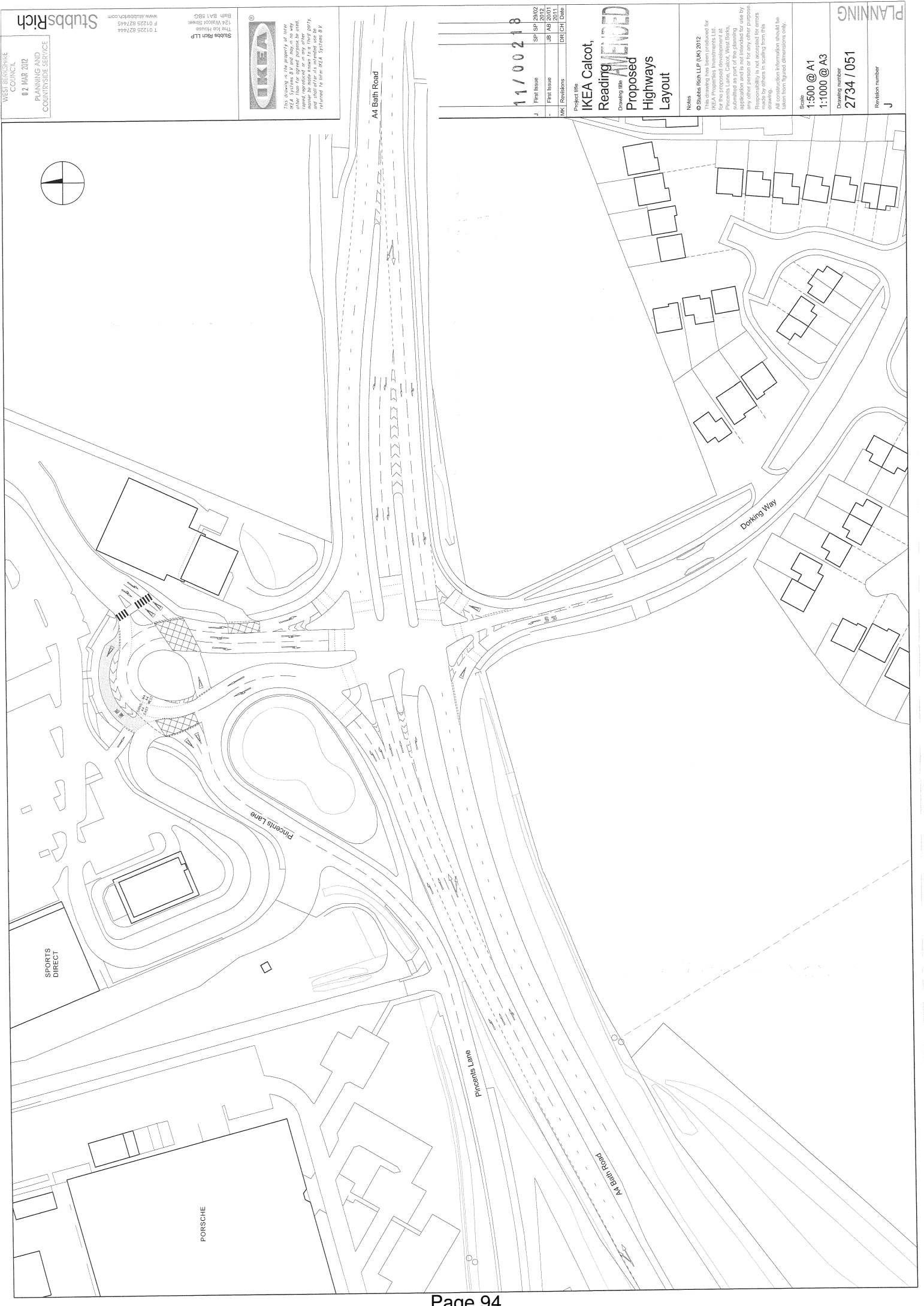
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Project title  
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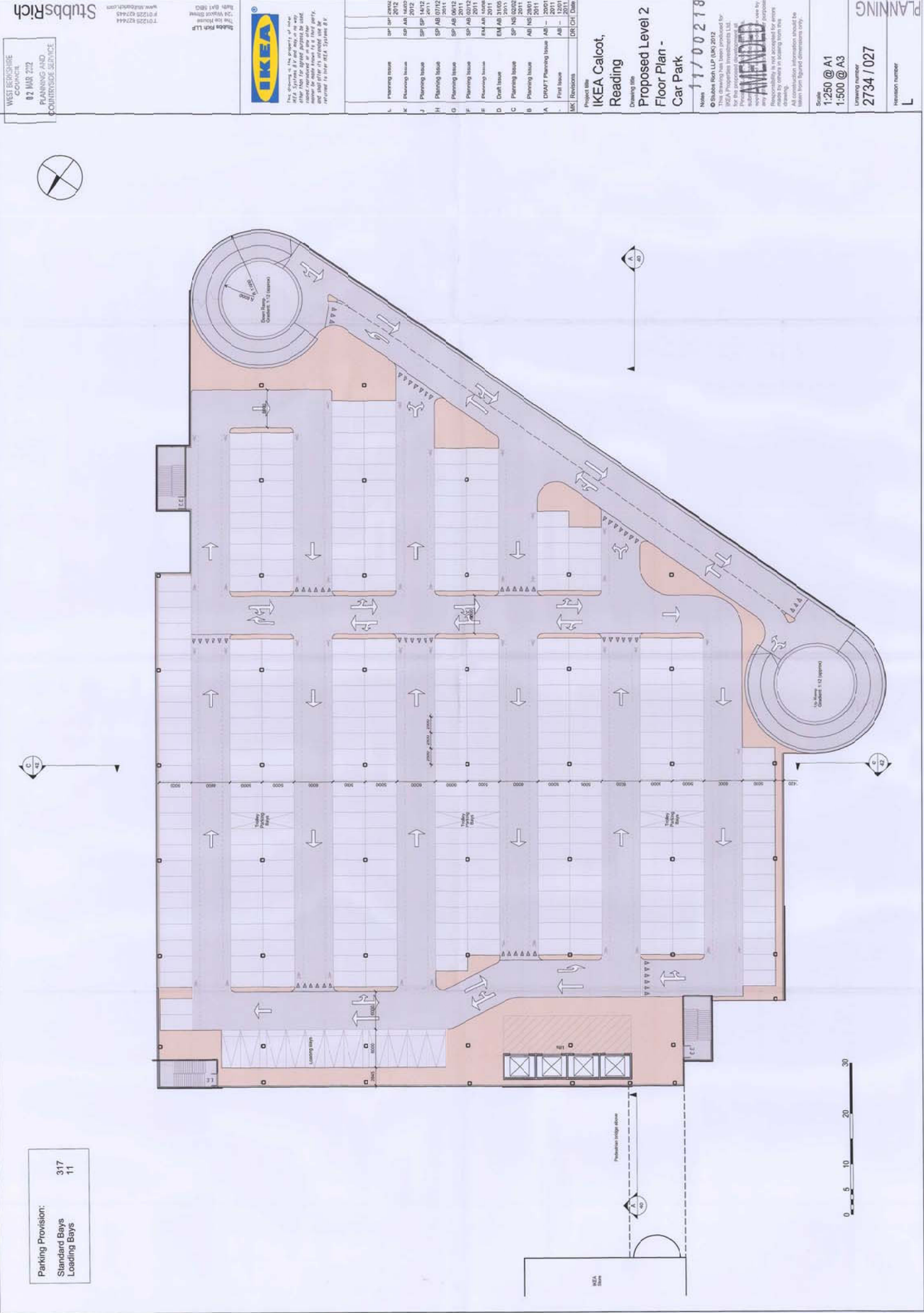
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Reading  
Proposed  
Highways  
Layout

Notes  
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Rev	Description	Date
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Project title  
**IKEA Calcutt,**  
Reading  
Drawing title  
**Proposed Level 2**  
**Floor Plan -**  
**Car Park**

Notes  
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Scale  
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Drawing number  
2734 / 027  
Revision number  
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Parking Provision:  
Standard Bays  
Loading Bays  
317  
11

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Planning Issue	SP AB 1602	2011
Planning Issue	SP AB 4412	2011
Planning Issue	SP AB 0772	2011
Planning Issue	SP AB 0642	2011
Planning Issue	SP AB 0272	2011
Planning Issue	EM AB 2011	2011
Crack Issue	EM AB 1305	2011
Planning Issue	SP HS 0202	2011
Planning Issue	AB HS 0111	2011
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First Issue	AB	2011

Project Title  
KEA Calcot,  
Reading

Proposed Level 1  
Floor Plan -  
Car Park

11/00218

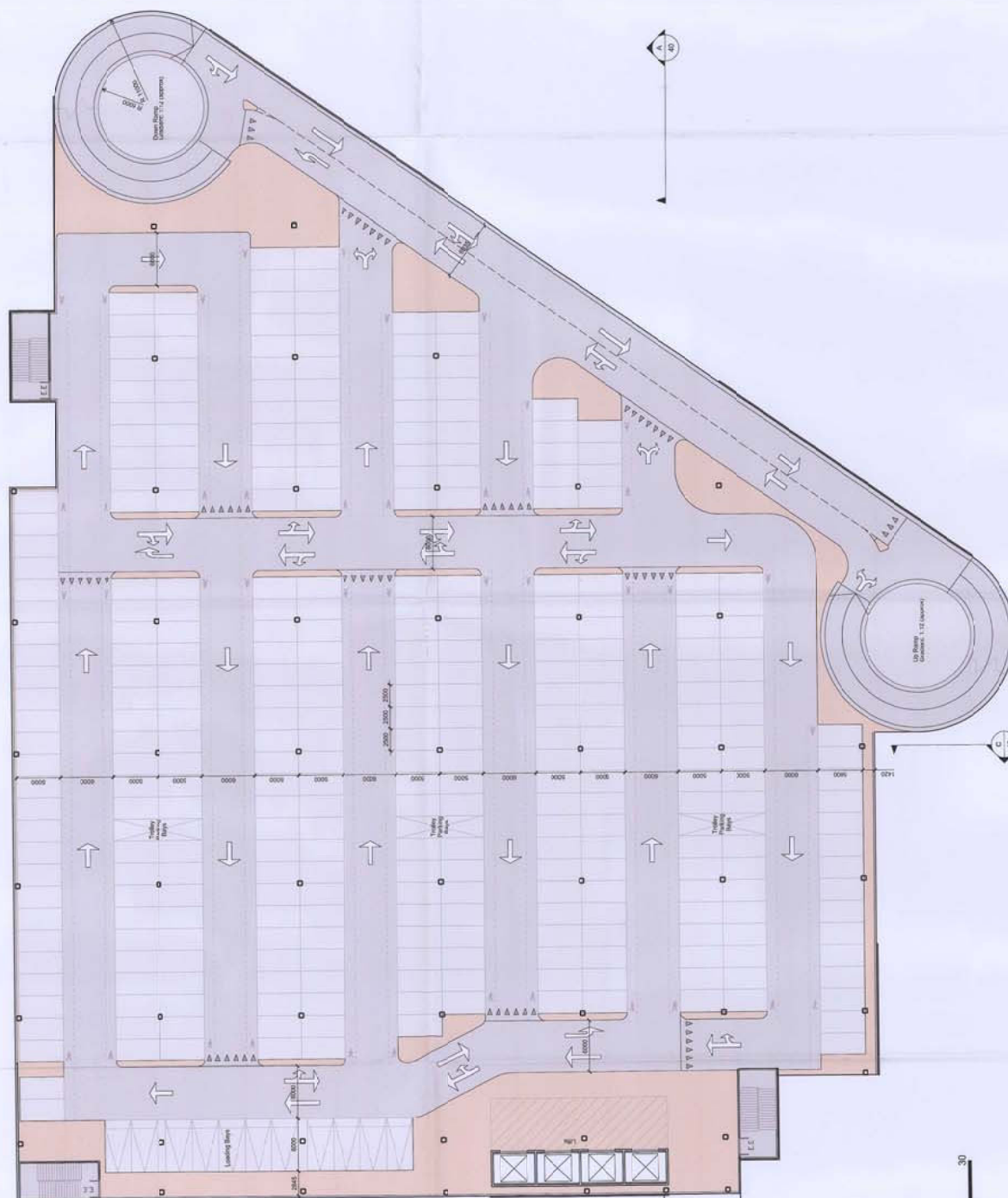
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2734 / 026

1000

PLANNING



**Parking Provision:**  
Standard Bays  
Loading Bays

317  
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